

# CARRIE CURTIN

Director of Product Design with 12+ years of experience distilling complex, three-dimensional problems into elegant, two-dimensional solutions, a lens shaped by a background in Industrial Design and sharpened across category-defining startups. I lead scaling product design teams that leverage AI powered workflows to design for AI experiences, building the products that make agentic products feel trustworthy and usable. Whether standardizing a new design-to-code workflow, leading an agentic design system transformation, or modeling hands-on what Staff-level craft looks like in an AI-native org, I move fluidly between 0-to-1 strategic vision and pixel-level execution. I care most about building design practices that enable teams to do their best work, so they can ship experiences that enable users to do theirs.

## Experience

### WRITER

Director of Product Design  
Product Designer

Jul 2025 · Present  
Nov 2024 · Jul 2025

*WRITER is an enterprise AI platform that helps large organizations build, deploy, and govern AI agents grounded in their own data, used by companies like Uber, Vanguard, and Salesforce to run complex business workflows.*

Joined as a Product Designer and was promoted to Director of Product Design within a year, taking on team leadership while continuing to ship Staff-level individual design work. My work spans three intertwined threads: designing the AI experiences themselves, using AI as part of my own design practice, and leading a team through that same shift.

- **Designing for AI:** Own Staff-level product design for Enterprise Brain and Operational Agents, two of Writer's flagship agentic AI initiatives, shaping how enterprise users understand, trust, and direct autonomous agents.
- **Designing with AI:** Use Claude and Cursor as core parts of my daily practice, pairing traditional craft with AI-assisted prototyping and design-to-code workflows to move from concept to production-ready UI faster.
- **Leading AI transformation:** Lead a team of 5 designers through the org's shift to AI-native workflows, establishing new design-to-code processes, building the team's approach to agentic design systems, helping the product maintain an average customer NPS of 43 and increasing user retention from 22.7% to 67.3%

### Collective

Lead product designer

Jan 2023 · Oct 2024

*Collective is a back-office platform for self-employed "business-of-one" owners, handling LLC/S-Corp formation, bookkeeping, and taxes so solopreneurs can focus on their work instead of their paperwork.*

- Grew the design organization 4x, building the team and practices needed to support a fast-scaling product.
- Drove end-to-end research and design across major offerings, including a new member dashboard, tax tools, an internal tools framework, and the marketing site.
- Authored and shipped against a multi-year design vision spanning four major product areas, contributing to a 2x increase in the active user base and an additional \$10M in ARR.

### Anvil

Lead product designer

Sep 2020 · Dec 2022

*Anvil is a developer-focused platform for paperwork automation (PDF generation, web forms, and e-signatures via API), used by companies like Newfront Insurance and Carta to digitize document-heavy workflows.*

- Built the design function and brand from zero as the company's first designer, strengthening brand recognition and user engagement as Anvil scaled from early startup to a platform trusted by notable insurance and fintech companies.
- Redesigned Anvil's core workflow builder, which handled complex use cases well but wasn't intuitive enough for first-time users, often requiring hours of paid professional services just to get started. The redesign cut onboarding time and increased user satisfaction

### Flexport

Senior Product Designer  
Product Designer

Feb 2019 · Sep 2020  
Jul 2017 · Jan 2019

*Flexport is a global logistics and freight-forwarding platform that helps companies of all sizes ship goods around the world, spanning ocean and air freight, trucking, customs brokerage, and supply chain financing.*

- Led end-to-end research and design for all of Flexport's trucking-focused offerings.
- Directed a design-language rebrand, translating a new brand identity into the shared product design system used by all 15 product designers across Flexport.

## Additional experience

IBM · User experience designer

Jan 2016 · Jul 2017

Ammunition · Packaging Designer

Jun 2015 · Dec 2015

Target · Associate Product Designer

Sep 2014 · Mar 2015

## About

### Savannah College of Art and Design

Bachelor of Fine Art | 2014  
Industrial Design, Fibers Minor

Distinguished scholar 2010-2014  
Summa Cum Laude

### Skills

#### Leadership

People Management · Hiring & Team Building · Process Improvement · Resource Planning · Stakeholder Management · Cross-Functional Collaboration

#### Craft

Design Strategy · Multi-Product Ecosystems · User Research · UX & Interaction Design · Visual Design · Design Systems

#### Product focus

Designing for Agentic AI Experiences · 0-to-1 Product Design · Iterative Design

#### Tools

Claude · Cursor · Figma · Magic Patterns · Loveable · Vercel · Github

## Contact

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