# **Nathan Irons**

**Senior Product Designer**Fishers, IN • nathanielirons@gmail.com • 219-851-6828  
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### **Summary**

Senior Product Designer with 6+ years of experience shipping consumer and enterprise products at scale. At Seesaw, I led design for **AI-powered assessments and premium package features** that drove **10–15% higher adoption across districts** and generated **660K+ student posts in 3 months**. I specialize in simplifying complex workflows, building design systems from scratch, and driving measurable adoption through research-driven design.

### **Skills**

Product Design Strategy • UX/UI • Prototyping (Figma) • User Research & Testing • AI-Powered Features • Design Systems • Data Visualization • MVP Development • Collaboration • Mentorship

### **Experience**

**Senior Product Designer — Seesaw, San Francisco, CA** *Mar 2022 – Present*

* Designed and launched **Reading Fluency**, an AI-powered assessment with class-level reporting that drove **10–15% higher adoption of Seesaw’s premium packages** across districts, expanding differentiated literacy instruction at scale.
* Delivered **Focus Mode**, reducing classroom distractions and adopted by **20%+ of monthly active teachers**, improving both student engagement and teacher satisfaction.
* Accelerated uptake of the **Formative Assessment suite**, generating **660K+ student posts in 3 months** (4% of platform activity), reinforcing Seesaw as a daily classroom tool.
* Shipped 10+ features, including Flexcards and Read-with-Me, expanding Seesaw’s interactive learning toolkit and helping secure new district contracts.
* Mentored junior designers and introduced **design principles + documentation**, raising design quality and improving cross-team execution speed.

**Product Designer — Springbuk, Indianapolis, IN** *Aug 2021 – Mar 2022*

* Built Springbuk’s first **scalable design system**, standardizing workflows and cutting design-to-dev time, which improved product quality across engineering teams.
* Designed **health analytics dashboards** that translated complex claims and benefits data into clear insights, enabling HR and benefits leaders at enterprise clients to make evidence-based decisions.
* Embedded the design system into SAFe processes, aligning design with engineering practices in a complex, cross-functional healthcare tech environment.

**Product Designer — Spot (RED Technologies), Indianapolis, IN** *Aug 2020 – Aug 2021*

* Designed and launched the **“Re-loads” feature**, increasing logistics revenue by **13%** by improving repeat orders and building loyalty among enterprise freight customers.
* Led **end-to-end design** for 4 products (3 responsive web, 1 mobile), balancing user research, prototyping, and launch under tight timelines in a fast-moving logistics market.
* Built a design system as the sole designer, creating **reusable UI components** that accelerated delivery and ensured consistency across customer-facing and internal tools.

**Product Designer — ClearObject, Fishers, IN** *Jun 2019 – Aug 2020*

* Facilitated **design sprints** that aligned stakeholders and accelerated product delivery.
* Shipped **3 MVPs** that secured **multi-year customer contracts**, directly impacting revenue growth.
* Designed across 3 product lines in agile sprints, maintaining consistency under rapid release cycles.

**Freelance — Product Designer** *Jun 2019 - Mar 2022*

* Delivered UX audits, redesigns, and prototypes for startups, simplifying workflows and improving usability to support early product-market fit.

### **Education**

B.S. Informatics — Indiana University, 2019  
Minor: Human-Centered Computing & Creative Media Advertising

### **Certifications**

Human-Centered Design for AI (IDF, 2024) • Perception & Memory in HCI/UX (IDF, 2023) • Google Associate Cloud Engineer (2019) • Orr Fellowship (2019–2020)