

DEVON SKIDMORE

Product Designer

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Professional Summary

Product designer with more than seven years of experience turning complex workflows into simple, research-backed products across streaming, e-commerce and internal tools. As Prolook's founding designer, I built the design system, grew the team to five, and built AI tools that cut hours of work to minutes.

Experience

Prolook

August 2023 - October 2026

UX Designer and Manager

- Redesigned the core uniform design tool around field research with sales reps, cutting time and steps for key tasks by up to 90% (measured in staging).
- Built the company's first design system in Figma, the foundation for the uniform designer, order tracking and product selection, reinforced by weekly design reviews.
- Led contextual inquiry and user research for three new products: a team store, factory production tools and an internal leadership platform.
- Hired and grew the design team from 1 to 5, and mentored a junior designer to promotion.
- Designed and built two Chrome extensions with Claude Code, making cart sharing 92% faster in a pilot and project downloads over 99% faster (rep estimate). Share Cart is now on the product roadmap.

Sling TV

February 2019 - June 2023

UX Designer

- Designed a consistent experience across TV, mobile and web, so customers met one product on every screen.
- Improved search by pairing usability testing with A/B testing to guide and validate each iteration.
- Simplified subscriber onboarding, payments and sign-up, where clarity decides whether a visitor subscribes.
- Facilitated cross-team design sprints with product, engineering and partners.

Education

Brigham Young University

2011 - 2015

Bachelor of Science, Recreation Management, Marriott School of Management

DevMountain

2018

UX Design Program

Skills

Product and UX Design • Interaction Design • UI Design • User Flows • Wireframing • Prototyping • Design Systems • Cross-Platform Design • User Research • Contextual Inquiry • Usability Testing • Heuristic Evaluation • A/B Testing • Design Critique • Design Presentation • Figma • Claude Code