

# JASON CARLIN

DESIGN DIRECTOR & PRACTITIONER

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## ADVISING

Ethnio  
Trippy  
Fabric  
Neighborgoods

## TECHNICAL EDITING

*Web Design In A Nutshell*  
O'Reilly Publishing  
*Learning Web Design*  
O'Reilly Publishing

## TEACHING & SPEAKING

*HTML, CSS, and JavaScript:  
From the Ground Up*  
Google  
*UX Design Fundamentals*  
Google  
*Responsive Web Design Workshop*  
Google  
*Designing for Scale*  
SXSW

## SKILLS

Product design  
Product/market strategy  
Team management  
Creative direction  
Agile/scrum/lean  
Design thinking & sprints  
UX design  
User research  
Multivariate testing  
Prototyping  
Content strategy  
Copywriting  
Teaching & facilitating

## WHAT ELSE?

Recently married  
New homeowner  
Cat person

## VP PRODUCT, DESIGN, RESEARCH

LOOT CRATE

AUG 2017 - TODAY

Lead a team of product managers, designers and researchers working across all interactive products, as well as design strategists guiding the curation, design, and marketing of retail products

Designed and implemented framework for the intake, evaluation, and prioritization of new work

Built, grew, and managed multiple teams of talented individuals, in day-to-day execution and in long term career development

Directed overall product vision, goal setting and tracking, and execution across all interactive products

## DESIGN TEAM LEAD

GOOGLE

NOV 2013 - MAY 2017

Lead a team of designers and researchers creating consumer experiences for YouTube and other Google products

Was granted 11 patents in my time at Google

Developed 11 new products, each in new verticals, each surpassing quarterly targets, making Video Ads Google's fastest growing monetization product

Taught several Google classes, including *HTML, CSS, and JavaScript: From the Ground Up*, *Product Design Fundamentals*, and *Responsive Web Design Workshop*

Frequently organized/facilitated Design Sprints as a certified Sprint Master

## SR PRODUCT DESIGNER

YOUTUBE

JAN 2010 - NOV 2013

Led the first-ever global redesign of YouTube.com

Created YouTube's first UX style guide

Conceived and created YouTube's first feed-based homepage

Drove modernization, creating first responsive web, defined standards for documentation and deliverables, introduced long-overdue features such account switching, threaded comments, 3rd-party authentication, HD support

## INVENTOR, HEAD OF DESIGN

TEXTPLUS

MAY 2007 - JAN 2010

Conceived product concept, name, and branding (the company, originally called GOGII, soon dropped all other efforts and adopted textPlus as its name)

Built and led a team of product managers, designers, and developers creating first-of-kind products for iPhone, iPod, iPad, Android, Blackberry, and the web

Worked closely with Apple as a launch partner for the iPad 1 and a frequently featured app on the App Store

Regularly presented to VCs, board, executive team, and Apple stakeholders