Craig Dennis

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Education
Batchelor's Degree in Interaction Design

Designed and managed remotely for 10+ years building close relationships between Design, Engineering, and all other teams.

Head of Product Design
Smith.ai
Present

We recently delivered the product that transformed the company from providing software-assisted services with manual set up to automated self-signup and product-led growth.

I treat my team like the adults they are. Autonomy comes with accountability and I set clear expectations. Together we work on their personal and professional development/goals.
Pixels are not the most important thing to focus on when developing high-impact designers.

Lead Product Designer
Smith.ai
September 2021 - January 2023

Learned rapidly about leadership and being responsible for making high-risk and high-impact decisions. Learned the pitfalls and best practices fo LLMs/prompt engineering and developed internal experiences to facilitate AI tools to increase the effectiveness and efficiency of human receptionists.

Increased revenue through conversion design leading to the biggest month the company has experienced. Successfully led multiple high-profile projects resulting in 30% fewer human mistakes through more accurate/intuitive billing, more automation, and an increase in overall usability.

Senior Product Designer
Close
February 2017 - August 2021

First design hire. I championed design through big feature initiatives having a direct impact on scaling the business to 10M ARR with 18 people. Reduced churn through cancellation flows/saves. Solved automating sales calls/tasks as part of a year-long sequencing & automation project which is the core part of the product today. Conceived of and oversaw the creation of a Design System using React Storybook + Figma. Scaled the Product team to 5.

Senior Designer
Etch
June 2012 - October 2013

Responsible for a 3 person design team + engineer building products for businesses and entrepreneurs. I worked directly with clients to understand their requirements and scope work to their budget. I kept the lights on while another team focussed on our own products.

Interaction Designer
Red Bullet
June 2010 - June 2012

Responsible for managing and delivering end-to-end design projects including writing production-grade front-end code. Gathered client requirements and goals, spoke to their customers, designed, prototyped, and shipped; pushing the boundaries of what was possible in the early(ish) days of the web.

Junior Designer
Tamar
August 2009 - July 2010

After being recruited from my degree show in London, I produced landing pages and online advertising materials in the days of search-led design. This was my last fully in-offce role.

Freelance Designer
Simple Bit Design
May 2014 - May 2024

Worked with e-commerce sites to increase their mobile conversion by over 1000%, macOS desktop apps to increase usability, start-ups to increase lead generation, as well as various other companies such as the BBC, ASOS, and Dell. I started freelancing while living in the Whistler ski resort, Canada. Skier by day. Designer by night. I still consult for some of my first clients to this day.