

Duncan Lane | Product Designer

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Experience

ServiceNow/ Product Designer

APRIL 2022 - PRESENT, SANTA CLARA, CA

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow.

Signal Labs/ Product Designer

SEPTEMBER 2020 - March 2022, SAN FRANCISCO, CA

As the only designer on a new team, I took the initiative to lead the designs for one of the most significant projects-our Emerging Narratives, which carried a positive shift within the company to formulate the first Narrative Intelligence Solution Platform. By collaborating with the cross-functional team, as well as with customers, I was able to design, prototype, and present multiple features from concept to validation and take them to a successful product launch.

OmniSci / UX Product Designer

AUGUST 2019 - MARCH 2020, SAN FRANCISCO, CA

When joining OmniSci, I was the first designer hired on the team and I was tasked with designing our product as well as coming up with designs for new features. This involved being the project owner of a variety of products such as a Dashboard Manager and a Data Catalog among others. Since we were a small team, my boss and I designed all of our components for all our projects and built our design system with various libraries showcasing the different states and flows.

Freelance / Product Designer

AUGUST 2018 - AUGUST 2019, SAN FRANCISCO, CA

The time I hired a super-experience Product Design Director as my coach and mentor. Through this

journey into product design and freelancing, I've got to work on some projects which ultimately led to an interesting story. I connected with a Director of Product Design to work on a project and realized that there's much that I can learn from him. So, I asked if I could hire him as a full-time design mentor where we worked together on projects and enhanced my skills. We worked together in a one-on-one setting for an entire year where I've gained more experience and skills such as

- User Center Design approach
- Design Sprints methodologies
- Components and Design Systems with Sketch and Figma
- Micro Interactions and animated prototyping with Principle

Mission College / Associate Graphic Design Instructor

AUGUST 2015 - DECEMBER 2018, SANTA CLARA, CA

In this role, I was a part-time instructor teaching the subject Introduction to Adobe Illustrator in both online and in-person class settings. I focused on teaching the current visual design trends that are relevant to professional practices in the field of design. In addition, the focus included delivering technical learning information to non-technical students and adults. This journey also gave me the experience of writing a class curriculum, student learning outcomes, and assessments. For the online part, I've designed and developed learning content materials, such as working files, demos, and exercises in the form of videos.

Whole Foods Market / Lead Store Graphic Artist

NOVEMBER 2014 - JULY 2018, PALO ALTO | CAMPBELL, CA

As a Lead Graphic Artist, I supervised and executed all creative artworks such as signage, posters and chalk art. In addition, I executed all marketing collateral and visuals such as photography content for the Instagram social media channel. This role gave me the opportunity to collaborate with 8 product teams to ensure the successful execution and distribution of all their marketing assets.

Education

San Jose State University / BA Graphic Design

CLASS OF 2012, SAN JOSE, CA

Award: Dean's Honors List

San Jose City College / AA Degree

CLASS OF 2009, SAN JOSE, CA