

Chad Dunbar

Principal Product Designer, Platforms and AI Workflows

Seattle, WA (Bellevue) | Open to Remote or Seattle-area Hybrid | SF travel quarterly

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Summary

Principal-level product designer with 15+ years building complex enterprise and platform products. I turn ambiguity into clear, scalable systems across AI-assisted workflows, design systems, and B2B SaaS. I partner tightly with engineering to ship dev-ready work that teams can maintain.

Strengths

- Platform and systems design for complex workflows
- Design systems architecture, tokens, and scalable patterns
- AI-assisted product workflows and trust-building UX
- Cross-functional leadership across Product, Engineering, and Research
- Strong documentation and decision clarity to reduce rework

Experience

ACV Auctions | Product Designer (Principal-level scope)

MAX Digital, ClearCar, Retail Platforms | 2017 to Present

AI-enabled workflows and dev acceleration

- Directed Project N.E.X.T., an AI-assisted design-to-development initiative using Figma MCP and Claude Code to reduce delivery friction and accelerate build cycles.
- Set up a repeatable workflow for validating UI behavior earlier, lowering handoff churn and improving build predictability.
- Designed trust-building AI interaction patterns for long-running and uncertain processing states to reduce user anxiety and drop-off.

Platform and design systems leadership

- Led architecture and delivery of foundational design system components, including a complex Pricing Calculator with rebate and accessory scaffolding.

- Defined token logic, naming standards, and component workflows adopted across MAX and Retail products.
- Mentored designers on scalable component architecture and quality bars, improving consistency and implementation readiness.

Enterprise product ownership

- Stabilized and shaped New Car Pricing, a CEO-level initiative, by introducing phased sequencing models adopted by Product, Engineering, and Research.
- Turned research on incentives, compliance, automation, and auditability into clear UX frameworks for enterprise dealer groups.
- Owned Appraisal Alerts end to end, including research synthesis, JTBD definition, lifecycle logic, notification design, and dev-ready handoff.

Cross-functional execution and outcomes

- Delivered 150+ UX initiatives across multiple product lines with high reliability and low rework.
- Built operational clarity systems that aligned PM, Engineering, UXR, and leadership during periods of change.
- Improved scoping accuracy through early edge-case review and shared decision criteria, reducing late-stage surprises.

Impact

- Contributed to meaningful YoY growth in wholesale fee revenue by improving core dealer workflows.
- Improved adoption and retention through clearer pricing, alerts, and appraisal workflows.
- Increased service-lane throughput by reducing friction in photo, inspection, and workflow tooling.

Rand McNally | Lead Product Designer

2013 to 2017

- Led design direction for web and mobile platforms across navigation and education products.
- Introduced scalable UI standards and style guides that reduced build time and improved cross-team consistency.
- Partnered closely with engineering to ensure feasibility, performance, and quality at scale.

Skills and Tools

- Product design: platform UX, enterprise workflows, information architecture, interaction design, prototyping
- Design systems: tokens, component architecture, governance, documentation, contribution workflows
- Research: JTBD, usability testing support, synthesis, decision frameworks
- AI and technical: AI-assisted design-to-code workflows, trust UX patterns, prompt workflows
- Tools: Figma, FigJam, Figma MCP, Claude Code, Jira, Confluence, GitHub
- Front-end fluency: HTML, CSS, SCSS, terminal-based workflows

Education

B.S. Graphic Design | Robert Morris University