

Product Design Leader with 15 years of experience driving connected, shared, and personalized digital experiences. Proven expertise in leading design strategy, fostering innovation, and implementing global design frameworks that enhance user experiences. Skilled in building and growing cross-functional teams to deliver impactful, scalable solutions. Passionate about creating user-centered designs that align with business goals and elevate the ownership experience. Committed to continuous learning and growth in the ever-evolving design landscape.

SKILLS

Product Design Operations	Design Strategy (Device, Wearable, Mobile)	Direct-to-Consumer (Custom Hardware)
Dual-Track Agile Design	Design Research (Lab, Field, Demo, Live)	Mobility (Mico & Macro – Fleet
Talent Development (IC & MGMT)	Ownership UX (Onboarding, Core, Engagement)	(CX) Marketplace (Owner & Borrower)
Learning & Development	Human Centered Design	Fleet, Consumer, Shared, Experiences
Global Design System	AI, Mobile, Wearables, Multi Modal	Enterprise & Consumer Experiences.

CAREER HIGHLIGHTS

CONNECTED PORTFOLIO (Mobility). Stellantis®

Established Stellantis’s Global UX practice across NAFTA, LATAM, EMEA, and APAC design studios. Our primary focus was on connectivity and ownership experiences across Mobile applications, smartwatch, and ownership portals. Led the strategic vision and execution for the combination of the Mopar® and UConnect® application. Developed our Global Design System across the mobile and connected portfolio. Partnered with Jeep®, Ram®, Wagoneer®, Chrysler®, Dodge®, SRT®, Maserati®, Alfa Romeo®, Fiat®, to establish the vision across the portfolio of iconic brands.

DIRECT TO CONSUMER – PURCHASING EXPERIENCE. Motorola®/Google®

Led the re-design of the Moto Maker Design Studio – a built to order hardware experience that was a first in the mobile industry by purchasing a phone completely online. Designed a scalable and global platform across kiosk, mobile, web, tablet, and desktop. Expanded the Moto Maker experience globally. Partnered with Verizon® to create an omni-channel Moto Maker purchasing experience across all stores nationwide and digital experience centers – Webby nominated & IDEA award winner.

CRAFTED NEW MOBILE DEVICE PARADIGMS (Dual-Screen). Microsoft®

Core design member of the initial concept design of the Microsoft Duo (Dual Screen Device). Identified areas across the business including Office®, Bing® Travel, X Box®, and prototyped the initial POC video for this future form factor as customer’s behaviors and needs changed.

AWARDS

1/ Webby Nomination
Moto Maker

2/ IDEA (IDSA)
Moto Maker

EDUCATION

Columbia College, Chicago
BFA Design | Minor in Advertising

MOVE DESIGN LABS

March 2023 – Present

HEAD OF PRODUCT DESIGN (PRINCIPAL)

Creating Ownership Experiences in the mobility space – from Onboarding, Core Product, Retention & engagement across land, air, & sea. Leading product insights group and facilitating key research initiatives in the lab on the track or at brand demos.

AVAIL CAR SHARING

March 2022 - March 2023

HEAD OF PRODUCT DESIGN

Led a team of Product Design & Researchers for a peer-to-peer (owner & borrower) car-sharing network spanning 15+ airports and 100+ locations. **Product Strategy** on new self-service kiosk to reduce overall cost and increase scale and gross operational costs. '

LIVEWIRE

July 2021 - March 2022

UX LEADERSHIP – LIVEWIRE/HARLEY DAVIDSON

Guided design work from a UX perspective, ensuring it aligned with product experience and customer insights. **Conducted** over 400 test rides, gathering generative and evaluative feedback on product fit, features, and enhancements within the micro-mobility segment.

STEALLANTIS

Sep 2019 - July 2021

GLOBAL UX PRACTICE LEAD

Established the Global UX Practice leading strategy, operations, and execution methods across our next generation mobile app, smart watch, and companion ownership site. **Drove** a scalable Design System Across the entire portfolio. **Combined** the Mopar & UConnect App into one single vehicle app – from Jeep to Maserati.

FIELDVIEW

2018 - 2019 (2 Years)

UX LEAD

Led the Field Insights UX team, delivering insights from IoT sensors, machine inputs, drones, and machine data. **Partnered** with the Data Science team to analyze yield and reduce overall spray. **Identified** a new business opportunity and sought funding approval from the CLT.

GOOGLE/MOTOROLA

2014 - 2017 (3 Years)

PRINCIPAL DESIGNER

Led the redesign of the Moto Maker Design Studio, creating a customizable hardware experience for mobile users with full online phone purchase. **Developed** a scalable global D-2-C platform across kiosks, mobile devices, web, tablets, and desktops. **Expanded** the Moto Maker experience internationally (China & Brazil). **Partnered** with Verizon to create a seamless omni-channel purchasing experience across all stores, earning a Webby nomination and an IDEA award.

HARLAN DOUGLAS

CREATING A
HUMAN CONNECTION
IN A TIME OF AI



RED HAT

2011-2013 (3 Years)

SENIOR UX DESIGNER

Defined the next generation experience for the suite of Red Hat web applications – supplied an experience overview for each, consisting of UX artifacts, flows, and visuals.

Established our companies UX Pattern Library and design standards for all Red Hat Applications. **Led** the initial UX design of Openshift (PASS).



MICROSOFT

2010-2011 (1 Years)

PRODUCT DESIGNER 3

Co-Designed the vision for new dual-screen mobile form factors (Microsoft Duo). **Explored** new interaction paradigms across Office, Xbox, and Bing Travel with early POC prototypes. **Connected** business and users needs into a vision video for company buy-in. **Drove** various aspects of UX design from interaction flows, wireframes, prototyping, research, and final POC.



MIXTURE

2008-2010 (2 Year)

DIGITAL ART DIRECTOR

Directed agencies creative and worked closely with clients to define strategies around their brand and business needs.

Designed both single and multichannel experiences for a wide array of clients. **Provided** large stroke creative for campaigns and finite details for corporate brand style guide.



MERKLE

2006-2008 (3 Years)

ASSOCIATE ART DIRECTOR

Pioneered the design of the first vertical-format credit card, setting a new standard in financial product design. **Designed** marketing collateral and campaigns and programs for clients like, including Capital One, Discover Card, Kroger, HSBC ...

RECOMMENDATIONS

Leandro Alvarenga P. Pinto | Vice President - Global User Experience Design (Stellantis)

I've collaborated with Harlan while working on the design and development of connected vehicles at Stellantis. During that period Harlan has always been a highly skilled designer and a committed professional: always open, curious and creative. It has always been a pleasure to work with him and see how he fostered a positive culture, challenging designers to do their best while also pushing for openness and collaboration.

Ash Sharma | Product Management Director - Devices & Customizable Hardware (Moto/Google)

Razor-sharp UX chops, creative artistry, combined with strong business savvy is what makes Harlan one of the strongest design leaders I have worked with. I was frequently his Product Management counterpart through several launches including for Moto Maker (our online design studio for smartphones and wearables) - our most important product, under direct visibility of the CEO.

Harlan believes in combining strategic thinking with hands-on, results oriented execution. Our most recent UX iteration of Moto Maker has produced measurably positive impact to customer satisfaction, user engagement and our bottom line, thanks to Harlan's active leadership.



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