

CARLI MCCASLAND

PRODUCT DESIGNER

[🔗 Portfolio](#) [🔗 LinkedIn](#) [✉ carliqcreates@gmail.com](mailto:carliqcreates@gmail.com)

EXPERIENCE

Tronic, B2B | 2023-2025

Lead Product Designer

- First design hire for Tronic's B2B product, Tronic Studio; established core design patterns and processes.
- Led a full redesign of client tools, unlocking self-service and securing 12 new high-value clients.
- Designed for a mixed-skill user base, lowering barriers for non-technical users while preserving flexibility for power-users.

Tronic, B2C | 2023-2025

Product Designer

- Uncovered a high-impact usability issue through user testing, directly shaping the homepage redesign and helping reach the first 1,000 users.
- Led interviews and usability testing to inform a profile page redesign, improving new-user return rates by over 10%.

MusicCred | 2022-2023

Product Designer

- Designed and prototyped a no-code MVP used in investor presentations that secured critical seed funding.
- Designed the app end-to-end, from MVP through to launch in the iOS App Store.

Minfo | 2022

Product Designer

- Designed and prototyped two alternate approaches to Minfo's core feature for A/B testing.
- Facilitated usability sessions and synthesized findings into clear recommendations.
- Presented insights to stakeholders, guiding product direction ahead of launch.

SUMMARY

Startup-proven product designer turning complex tools into simple, usable experiences. Former founding designer of a consumer mobile app launched in the iOS App Store. From MVPs to established products, I create solutions that boost adoption and secure funding.

MY TOOLKIT

- Figma, FigJam
- Linear
- Maze
- Slack
- Chat GPT
- Rive

Currently learning Framer and Loveable

SKILLS

- UX/UI Design for SaaS, B2B, B2C
- User Research & Usability Testing
- Cross-Functional Collaboration
- Design Thinking
- Design Presentations & Stakeholder Buy-in

EDUCATION

CUNY, City College of New York
BA, Fine Art & Art History, 2015