

Colin Spence

Product Designer

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colinspencedesign.com

I'm a product designer and creative leader with 15+ years of design experience, building system level UX across SaaS, AI, and decentralized products. I'm skilled at turning ambiguity into clear interaction patterns, facilitating cross-functional alignment, and delivering production ready designs in fast moving environments.

PROFICIENCIES

- Design Strategy
- Design Leadership
- Product Design
- Human-Centered Design
- Frontend Development
- Generative Art
- 3D Illustration
- Communication and Collaboration
- Continuous Learning
- Passionate and Motivated

TOOLS

- Figma/Figjam
- Miro
- Adobe Creative Suite
- React Typescript
- Next.JS
- TailwindCSS
- Material UI
- Framer
- WebGL/Three.JS

EDUCATION

2006 - 2009

Branding & Illustration

MacEwan University

REFERENCES

Jordan Ellis | AITV

Andrej Ktitarev | Deep Work

Auryn McMillan | Gnosis Guild

Ori Shimony | dOrg

References are available upon request.

WORK EXPERIENCE

2024 - PRESENT

AITV | Product Designer / Frontend Developer

Shape the core UX for agent creation, credit systems, and real-time actions, improving clarity across a rapidly evolving product surface.

2021 - 2025

Deep Work | Creative Director / Product Designer

Directed and delivered rapid UX solutions in a number of "Hyper Sprints", helping early-stage teams define flows and patterns under tight constraints.

2021 - 2024

Gnosis Guild | Product Designer / Frontend Developer

Designed intuitive UX for decentralized governance tools, simplifying complex DAO mechanisms and concepts into clear interaction patterns.

2020 - 2024

Polywrap | Product Designer / Frontend Developer

Improved developer experience and brand clarity for Polywrap tooling, translating protocol-level complexity into accessible product surfaces.

2019 - 2024

dOrg | Product Designer / Frontend Developer

Designed and built UX for multiple web3 ecosystem projects, contributing both design and frontend engineering across varied decentralized products.

2017 - 2019

Teaching.com | Product Designer / Frontend Developer

Designed UX/UI for Typing.com, the leading typing education platform, improving core flows and learning interactions for tens of millions of students.

2014 - 2017

Granify | Design Lead

Led a five-person design team, shaping e-commerce UX with in-app nudges, using behavioural psychology, and data-driven optimization while cultivating a culture of trust, exploration, and mastery.

2010 - 2014

Venture Publishing | Associate Art Director

Designed and directed visual design across multiple print and digital publications, delivering consistent editorial layouts and brand systems.