



Sean Caudill

Lead Product Designer

seancaudill.com

shcaudill@gmail.com

+46 76 608 20 97

Stockholm, SE

Summary

10+ years across product strategy, design systems, and hands-on UX/UI delivery. Experienced in SaaS, mobile apps, e-commerce, and B2B product design, with a focus on user-centered work, AI-assisted workflows, mentoring designers, and delivering production-ready solutions.

Specialties

- Strategic user-centered design
- Hands-on UX/UI and product delivery
- Design systems and scalable UI
- Agile planning and cross-functional delivery
- Product, Engineering, and stakeholder collaboration

Experience

Caudill Design AB

Stockholm, Sweden

5/2023 – Current

Lead Product Design Consultant

Selected clients listed below: Radix, Rafter Sports

- UX strategy, product design, and design systems for SaaS, apps, and e-commerce.
- Define product direction and prototype key flows with founders and teams.
- Deliver build-ready designs backed by research, analytics, and user insight.

Radix

Stockholm, Sweden

8/2025 – 5/2026

Product Design Lead | Consultant

- Led design strategy for unifying three SaaS products into one platform.
- Designed and prototyped core flows for the unified product experience.
- Built a design system with Untitled UI, custom styles, and components.
- Introduced user-centered design and Agile practices across discovery and delivery.
- Owned Jira planning, estimates, priorities, and sprint visibility.
- Mentored designers to improve craft, structure, and delivery speed.
- Partnered with Product, Engineering, and leadership on product direction.
- Used AI tools to speed up prototyping and early design exploration.

Rafter Sports

Stockholm, Sweden

1/2024 – 8/2025

Product Design Lead | Consultant

- Led product design for a peer-to-peer social sports gaming app.
- Designed onboarding, betting, wallet, social feed, and account flows.
- Created high-fidelity prototypes for product, investor, and engineering reviews.
- Built and maintained the design system across mobile app experiences.
- Researched competitors to identify UX patterns, gaps, and improvements.

Shopify

Scottsdale, AZ, USA

7/2022 – 5/2023

UX Manager

- Led Product and Content Designers, mentoring and developing talent.
- Contributed as a senior UX designer across product design initiatives.
- Improved lean UX workflows, team process, and iteration speed.
- Supported UX strategy, planning, and product roadmap alignment.

Experience

Plexus Worldwide
Scottsdale, AZ, USA
6/2017 – 7/2022

Senior Manager, UX/UI

1/22 – 7/22

- Led UX strategy across product, e-commerce, and digital initiatives.
- Shaped UX goals and roadmap planning with product and executive teams.
- Improved the design system to support consistency and team efficiency.
- Aligned design, product, engineering, and marketing on shared goals.
- Improved B2B onboarding flows, increasing engagement by 22% and sales by 11%.

Manager, UX/UI

8/18 – 1/22

- Managed UX/UI, Email Design, and Content team members.
- Led UX improvements across e-commerce, enrollment, and subscription.
- Used research and data to improve user flows and business outcomes.
- Mentored team members through coaching, hiring, and project reviews.
- Partnered with leadership on product goals, performance, and planning.

UX/UI Designer

6/17 – 8/18

- Designed e-commerce, enrollment, subscription, and account flows.
- Created user flows, wireframes, mockups, prototypes, and specs.
- Conducted UX research and competitor analysis to guide decisions.
- Partnered with product and engineering to refine core site features.
- Built responsive front-end components using HTML, CSS, and JavaScript.

Nationwide Insurance
Scottsdale, AZ, USA
11/2013 – 6/2017

Senior Web Designer/Developer

- Designed and developed responsive websites for events and campaigns.
- Built digital deliverables for marketing and internal business teams.
- Supported high-volume requests while maintaining design and code quality.

Skills

Methodologies

- UX strategy, product discovery, and user-centered design
- Agile, Scrum, and cross-functional delivery
- Design systems, tokens, and scalable UI patterns
- Information architecture and interaction design
- Product roadmapping and design operations

Usability methods

- User research, interviews, and usability testing
- Journey mapping, wireframing, and prototyping
- Heuristic evaluation and competitive analysis
- A/B testing, analytics, and experimentation
- Accessibility, WCAG, and iterative improvement

Software

- Figma, FigJam, Figma Make, and prototyping
- Jira, Confluence, planning, and backlog management
- Google Analytics, data analysis, and reporting
- Adobe Creative Suite, HTML, CSS, SCSS, and JavaScript
- AI-assisted workflows, MCP, and design-to-code

Education & Certifications

Analytics Individual Qualification

Google

Certified Usability Analyst

Human Factors International

BS: Graphics Information Technology

Arizona State University, 2012

AS: Graphic Design

Glendale Community College, 2010