Bradley Dashman

Product Designer, Growth & Payments

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Product designer for the moments people decide to join, buy and stay. Four years at Zoom, most recently on the Growth & Monetization team designing pricing, checkout and billing. Founder of Clink, a live dating app I designed, funded and launched in Chicago.

EXPERIENCE

Clink · Founder & Product Designer — 11/2025 – 11/2026

A dating app for people who are out right now. Side project since 2019, then a full year full time.

- **Relaunched in Chicago to 534 new members in 14 days**, with 60.5% day-1 retention, by running go-to-market with partner bars and brand reps
- **Designed the acquisition funnel end to end**, from App Store listing (screenshots, copy, keywords) to an apply-to-get-in signup, reaching 26.5% page-to-download conversion
- **Turned a failed first launch into a working 2.0** by tracing a notification flood to uncapped nearby alerts, then designing alert limits, capped match spots and hourly windows
- **Hired, funded and managed six contract engineers** over four years, and owned product, design, brand and design QA on every build

Zoom · Senior Product Designer, Growth — 3/2023 – 11/2025

- **Opened self-serve purchase of webinars for up to 1M attendees**, previously sales-only above 10K, by designing pricing, checkout, billing and plan management for four customer types, from $79 to $100K in one flow
- **Helped design a single-page checkout to replace a four-step wizard**, tailored to each buyer type, with a live order summary beside the form so buyers always see what they're paying
- **Redesigned billing for 34 product variants** by surveying 32 billing agents and account executives and building a three-state card system that holds every variant
- **Designed upgrade and retention experiments**, including AI Companion's free-tier upgrade prompts, Pro-to-Business upgrades and a three-variant cancellation flow built to comply with auto-renewal law

Zoom · Senior Product Designer, Apps — 8/2021 – 3/2023

- **Designed and shipped five first-party Zoom Apps**: Timer, Music, Live Streaming, Group Photo, Virtual Backgrounds
- **Kept third-party apps consistent with Zoom's UX guidelines** by reviewing developers' apps for the Marketplace

HUM Nutrition · UI Designer — 6/2020 – 8/2021

- **Designed the get-started quiz funnel** and ran landing-page A/B tests for CRO, reporting directly to the CEO
- **Designed the subscription cancellation flow** (8 iterations) and in-app account management (10 iterations) with the creative and engineering teams

Counter · UX Researcher — 11/2018 – 4/2020

- **Cut the time to thank a top customer from about 6 minutes to under 2**, in a before/after test of the new back office
- **Ran four rounds of usability testing** on prototypes I designed (97% task success in round one), plus card sorts, interviews and surveys for the e-commerce site

CSG · UX Designer — 6/2017 – 11/2018

- **Created a new design system** to replace the legacy interface of ESPN's call-center software, and ran on-site usability tests with care agents

G2 · UI Designer — 11/2015 – 5/2017

- **Designed the G2 Grid** and redesigned product and category pages, as employee #50, under the Chief Design Officer

MiMo Keyboard · Co-founder — 5/2015 – 11/2015

- Built a "selfiemoji" iOS keyboard; Cozad New Venture Competition quarterfinalist

EDUCATION

University of Illinois at Urbana-Champaign · B.A., Communication (Interpersonal; Mediated Communication and Technology) · Minors in Technology Entrepreneurship and Informatics

SKILLS & TOOLS

Skills: Growth design, checkout and payments, pricing and packaging, experimentation and A/B testing, interaction design, prototyping, usability testing, user research, design systems

Tools: Figma, FigJam, Claude Design · Claude, Claude Code, ChatGPT, v0, Cursor · UserTesting, FullStory, Google Analytics, Amplitude, Firebase, App Store Connect, Mobbin, Baymard Institute · Jira, Confluence, Trello, Asana, Notion · Xcode, Vercel