

Brent Palmer

Austin TX

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Principal Product Designer

Principal Product Designer with 12+ years of experience designing software used by millions of people. I simplify complex products and build experiences that help users get value quickly. I lead design work from early ideas through launch while working closely with product and engineering teams.

Experience

Zocdoc — *Principal Product Designer*

Remote | Jun 2025 – Present

Led design for provider onboarding experiences, reducing time to complete from 45 to 28 days by simplifying complex, multi-step workflows into clear, self-serve journeys.

- Designed end-to-end onboarding flows that help users understand requirements and make progress with confidence
- Transformed manual, fragmented processes into intuitive in-product experiences
- Shaped platform UX across multiple pods, aligning experiences into a cohesive system
- Led AI-driven prototyping initiatives to explore ways to surface insights and guide user decisions

Samepage.ai — *Principal Designer*

Remote | Sep 2023 – May 2025

Defined product vision for an AI-powered experience that helps teams synthesize complex information into clear, actionable insights.

- Designed experiences that translate large volumes of data into understandable summaries and signals
- Built interfaces that help users quickly orient, prioritize, and take action
- Partnered closely with product and engineering to improve clarity and decision-making workflows
- Designed and launched the marketing site to communicate product value and drive early adoption

Mixpanel (YC 09) — *Product Design Manager*

Remote | Jun 2022 – Aug 2023

Led design for growth and core product experiences, improving usability and engagement across a complex analytics platform.

- Led a product-led growth initiative that increased retention by 15% through clearer onboarding and templates
- Simplified advanced analytics workflows to make them more accessible to a broader range of users
- Scaled and mentored a team of designers while maintaining a high bar for product quality
- Used continuous user feedback and data to iterate on product experience (NPS 40–45)



Proof (YC W18) — *Senior Lead, Product Design*

Austin, TX | Jun 2019 – Sep 2020

Led product design for conversion-focused experiences used by high-traffic consumer websites.

- Designed acquisition and onboarding flows that increased free trials by 14% week over week
- Improved clarity and trust in user-facing experiences, reducing bounce rate from 40% to 25%
- Focused on helping users quickly understand value and take action

Zendesk — *Product Design Lead*

Montpellier, FR | May 2016 – Jul 2018

Designed analytics and reporting experiences used by thousands of customers.

- Led design for Zendesk Explore, now a \$50M product with 9,500+ customers
- Designed data visualization and query-building experiences to make complex data more accessible
- Conducted 70+ customer interviews to deeply understand user needs and mental models

Earlier Experience (Selected)

Point Health — *Principal Product Designer*

Remote | Sep 2020 – Jan 2021

- Launched iOS and Android apps, reaching 2,000 MAUs in the first quarter.

Carwow — *Design Lead*

London, UK | Jul 2018 – Apr 2019

- Led consumer product design for Carwow's marketplace and launched a cross-functional consumer insights program.

TrendKite — *Director of User Experience*

Austin, TX | Dec 2014 – Apr 2016

- Led UX for core analytics product, contributing to 200% DAU growth and \$25M ARR prior to acquisition by Cision.

Expero — *Lead Visual Designer*

Austin, TX | Oct 2013 – Dec 2014

- Led visual and UX execution across various enterprise client engagements.

PayPal — *Lead UX Designer*

Austin, TX | Nov 2011 – May 2013

- Led UX for point-of-sale products used by global retailers, contributing to \$12M in revenue.

Toolset

Figma, FigJam, Claude Code, Loveable, Cursor, Mixpanel, Lyssna, Sprig, Notion, HTML, CSS