

# CHAR DE WOLFE

2021-2025

## GoFundMe

SENIOR MANAGER

STAFF PRODUCT DESIGNER ↑

- **Leading the design of all core GoFundMe** consumer experiences across 6 product teams, 2 platform teams, and 8 designers.
- **Defining design team culture**, principles, and processes to align with individual career goals, design skills, business needs, and quality product delivery
- **Connecting experiences** across product teams as well as R&D efforts, enterprise software offerings, and the design system. Creating end to end strategies alongside Product and Engineering leadership.
- **Implemented GoFundMe's first AI** powered product experiences along with dozens of growth and impact driving experiences for fundraiser organizers, donors, NPOs, and supporters
- **Developed scalable product and design frameworks** to unlock rapid, but informed, iterations for both design and engineering
- **Created working relationships and processes** with data and research to guide design direction

2018-2021

## Axios

STAFF PRODUCT DESIGNER

SENIOR PRODUCT DESIGNER ↑

- **Led the design of Axios' AI SaaS communication product** from zero to alpha, beta, and public launch
- **Defined AI principles** and contributed to initial LLM prompts and parameters
- **Collaborated directly with C-level leadership** and cross-functional teams on product, engineering, research, data, content, marketing, and sales.
- **Hired, mentored, and managed product designers** to scale the presence and skills of the team
- **Constructed and maintained the design system** and brand guidelines
- **Aggressively iterated and tested** design directions and features based on qualitative user feedback and quantitative user behavioral data

2017-2018

## WillowTree

PRODUCT DESIGNER II

PRODUCT DESIGNER I ↑

- **Designed digital products across multiple platforms:** iOS, Android, web, and emerging hardware platforms for clients including Synchrony Bank, Wayne, Regal Cinemas, DSS, and Pepsi
- **Led client engagements and workshops**, prototyped, and conducted user testing
- **Educated clients on sustainable growth**, product design approaches and accessibility
- **Partnered with cross-functional teams** to create impactful, user-centric solutions

2013-2018

## Others

2016-2017

### NewCity

PRODUCT DESIGNER

2015-2017

### Start-ups

PRODUCT DESIGN LEAD

2013-2017

### Internships

INTERN

## Skills & Special Sauces

- |                 |               |                    |
|-----------------|---------------|--------------------|
| • AI products   | • Marketplace | • Product strategy |
| • SaaS          | • B2B         | • Data & Research  |
| • Growth design | • Acquisition | • Design Systems   |

## Awards & Patents

WEBBY DESIGN AWARD

PATENT for LLM Model + UI: *US Patent 11755636*

FAST COMPANY DESIGN FINALIST

GDUSA FEATURE

## Education

### Virginia Tech

BFA VISUAL COMMUNICATION DESIGN