

Dexter Washington

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Lead UX/UI Designer | Founder, Crafted Studios

AI-Driven Product Design | Design Systems | Interaction Design

Lead UX/UI Designer with 9+ years designing and building digital products across enterprise and startup environments. I take work from research and strategy through to shipped, coded experiences, so design intent survives all the way to production. Led AI product design at Juniper Networks and independently designed and shipped Refract, an interactive visual engine, from product design through code. Built and scaled design systems across companies including Juniper and Cloudflare, and strong in cross-functional leadership and data-informed design, with a track record of measurable gains in usability and conversion.

Skills

UI Design | User Experience (UX) | Interaction Design | Design Systems | Wireframing & Prototyping | AI-Driven UX | Figma | Paper | Prompt Engineering | Webflow | Design Ops | Accessibility | User Research | A/B Testing | Stakeholder Management | Strategy & Leadership | Agile Workflows

Experience

HPE Juniper Networks (formerly Juniper Networks) - Remote

Lead UX/UI Designer • Jul 2023 – Dec 2025

Led end-to-end UX and UI for Juniper's enterprise web ecosystem, partnering with engineering and marketing to improve design quality, performance, and scalability.

- Built a comprehensive design system from the ground up, design tokens, Figma component libraries, and components maintained in Storybook alongside engineering, enabling consistent, efficient design across marketing and product pages
- Led design end to end for Juniper's AI Chat Experience, from strategic definition and stakeholder alignment through a high-fidelity interactive prototype
- Formulated and launched a new global header and footer navigation system, improving accessibility, usability, and brand consistency across Juniper.com
- Designed campaign web pages for Juniper's F1 partnership with Aston Martin and the "AI Native NOW" campaign featuring Christina Hendricks, translating creative concepts into responsive, on-brand experiences
- Directed high-traffic web initiatives tied to major ad placements on Fox and Hulu
- Ran data-driven campaign work using A/B testing, surveys, competitive analysis, and analytics to guide design decisions
- Partnered with development teams to maintain design fidelity across implementation and QA
- Mentored a designer new to the field, supporting their growth into the discipline
- *Results: consistency across 50+ global components; improved usability scores; 25% reduction in campaign page delivery timelines*

Crafted Studios - Remote

Founder & Lead UX/UI Designer • June 2021 – Present

Founded and led a design studio specializing in UX/UI design and web development for startups and enterprises.

- Designed and developed full-cycle web experiences for clients including Yahoo, JetBlue Ventures, Zest AI, FalconX, Allegiant Airlines, Delta, and Mom's Meals
- Built scalable design systems and component-based workflows to elevate consistency and accelerate delivery
- Managed a multidisciplinary design and development team across the full digital cycle, branding, UX/UI, and engineering, delivering both no-code and custom-coded solutions across product and web

- Owned complete end-to-end digital experiences, from research and wireframes through to final development and launch
- *Results: launched 50+ client websites across SaaS, aviation, and fintech; increased conversion rates 15–30%; reduced design-to-development timelines by 20%*

Refract - Remote

Founder & Product Designer · 2025 – Present

Independently designed and built Refract, an interactive visual engine for creating shader effects and 3D scenes that export as embeddable experiences, from product design through front-end code.

- Owned the full product UX: editor, dashboard, onboarding, export flow, and the underlying interface patterns
- Built a two-mode engine (2D compositor and 3D worlds) with a 45-tool system where a human and an AI agent operate the same controls, keeping every action visible and editable
- Shipped as a live product with 500+ embeds deployed to production by agencies and freelancers on client work

FalconX - Remote

Design Lead (Contract) · Aug 2021 – Dec 2022

Directed UX/UI strategy for FalconX, an institutional crypto trading platform, across web and marketing experiences.

- Directed UX/UI strategy for FalconX, an institutional crypto trading platform, across web and marketing experiences supporting product growth
- Designed web journeys and landing experiences that converted national press coverage into measurable signups
- Collaborated with engineering and marketing to unify design across FalconX's product suite
- Led creative direction for feature rollouts and brand refresh initiatives
- Optimized design-to-development workflows, improving communication and efficiency between teams
- *Results: 22% lift in conversion from campaign traffic; 30% improvement in design handoff efficiency; established scalable design templates used across the marketing ecosystem*

Lever - Remote

Lead UI Designer (Contract) · June 2021 – Sept 2022

Designed API-powered career board experiences for Lever's enterprise clients including Mom's Meals, Allegiant, and Delta.

- Designed a front-end interface for Lever's API-powered career web applications, collaborating with engineers to ensure seamless data flow, performance, and usability across enterprise client sites
- Redesigned client career board experiences for Mom's Meals, Allegiant Airlines, and Delta, improving candidate usability and visual consistency across platforms
- Collaborated with PMs and engineers using Agile methodology to deliver feature-ready mockups and interaction prototypes
- Conducted usability testing and design reviews to ensure accessibility, performance, and brand alignment for each client
- Directed cross-functional teams to improve the end-to-end candidate journey, reducing drop-off rates

- *Results: improved application completion rates across enterprise client portals; increased design delivery speed by 20%*

Bearly Marketing - Remote

Web Specialist · Sept 2019 – Feb 2021

Designed and optimized high-converting landing pages for SaaS clients, focused on acquisition, analysis, and A/B testing.

- Designed responsive, high-converting landing pages for SaaS clients, aligned with brand guidelines and marketing goals
- Conducted user and competitor research to inform page structure, layout, and messaging
- Applied SEO best practices and managed A/B testing cycles to validate hypotheses and improve conversion
- Partnered with developers and marketers to ensure technical quality and creative alignment
- Monitored analytics to identify performance gaps and refine the user journey
- *Results: 18% increase in lead generation across multiple industry campaigns*

Education

Digital Arts (coursework), El Camino College — Torrance, CA · 2012–2014