

Darren Lasso

Strategic **Principal Product Designer** skilled in **crafting, executing, and aligning** innovative solutions for complex **data-driven** challenges.

Experience

Splunk | Observability, AIOps, Infrastructure monitoring

Principal Product Designer and Team Lead | Oct 2022 – Sept 2024

- Addressed critical business challenges across our entire product portfolio in the \$5B Observability market, driving a 20% reduction in churn.
- Facilitated workshops to identify feasible, impactful solutions, leading to improved cross-functional stakeholder alignment.
- Led design of Kubernetes monitoring experience, resulting in a 31% improvement to customer satisfaction and a 43% boost in traffic.
- Led design of incident lifecycle management features that reduced MTTR by 94% and alert noise by 92% through AI/ML-driven features.
- Mentored and guided designers by facilitating design critiques, documenting design best-practices, and contributing to design systems.

Senior Product Designer | Jun 2021 – Oct 2022

- Executed research, strategy, design and user testing for 0-to-1 new product launch in the AIOps incident management space.
- Collaborated with UX research team to launch new process for evaluating prototype designs across the product portfolio, resulting in a streamlined feedback loop that accelerated design iteration by 25%.

Booz Allen Hamilton | Fiscal transparency, data analysis

Product Design Lead (IC + Manager) | Aug 2017 – Jun 2021

- Directed a multidisciplinary team of 10 designers and researchers, fostering career growth and ensuring alignment with organizational goals.
- Executed the full design life-cycle—strategy, research, execution, and evaluation—for 5 scrum teams in the public financial sector.
- Facilitated workshops for product strategy, feature prioritization, and ideation, shaping the product North Star vision and enhancing cross-functional stakeholder alignment.
- Designed and managed icon kits and design systems for multiple scrum teams leading to improved efficiency, collaboration and consistency.
- Designed winning proposal for USPS workforce management mobile app resulting in 50% improvement to manager time efficiency.

Fishbowl Marketing | Digital advertising, e-mail, mobile app design

Creative Director and Production Manager | May 2014 – Aug 2017

- Oversaw execution and career development of 10 engineers and designers.
- Designed and deployed digital ad campaigns, e-mails, mobile apps, websites, and direct-mail campaigns resulting in a 25% increase in conversion rates and a 15% boost in customer engagement across channels.

Freelance | Web design, visual design

Visual Designer | Jan 2009 – May 2014

- Designed and developed websites, banner ads, emails, illustrations for web and mobile.

Contact

darrenlassodesign@gmail.com
www.linkedin.com/in/darrenlasso
www.darrenlassodesign.com

Skills

Design and research

Cross-functional workshop facilitation
Visual design
User journeys
Prototyping
Wireframing
Interaction design
User interviews
User testing
Information architecture
AI/ML
Data visualization
Design systems
HTML and CSS

Leadership

Strategic alignment
DesignOps
Conflict resolution
Mentorship
Performance evaluation
Incident management
Infrastructure monitoring
Product roadmaps

Education and certifications

Virginia Polytechnic Institute Bachelor of Arts (BA), Graphic Design

NN/G
UXC certification, ID 1022414

ICAgile
ICP certification, Awarded April 2, 2019