

CONRAD BASSETT-BOUCHARD

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PROFESSIONAL EXPERIENCE

Google

Product Design Lead, Google Fi + Google Store • 2023-present

IC growth lead developing UX + product strategies focused on Fi LTV reinvestment to other BUs. Evangelized usage of cross-funnel customer signals to develop scalable, streamlined purchase experiences across Google Fi + Store touchpoints. Rough scale: XM DAU, XXXK unit sales, XB revenue.

Product Design Manager, Google Fi • 2021-2023

Manage and lead Fi's growth design team, focused on balancing fast launches with scalable design frameworks.

Senior Product Designer, Google Fi • 2019-2021

Led design for Google Fi growth. Launches include unified promotion design system, referrals redesign, and 3P integration. Promoted to L5 in 2021.

Product Designer, Google AI • 2018-2021

AI + ML language fairness initiatives. Designed LLM, computer vision, camera, and multimodal products for Pixel + AI Research teams when LLMs were still early in development. Promoted to L4 in 2019.

Associate Product Designer, Google Travel • 2017-2018

Redesigned hotels information page and key UGC experiences. Cohort 2 of Associate Design Program (for future UX leadership).

Woogles.io

Executive Director • 2023-present

Defined initial org structure + strategy. Oversaw development and launch of top Scrabble AI. Grew MAU from Xk to XXk users.

Co-founder and Head of Design • 2020-2022

Designed + launched a 501(c)(3) word-gaming platform with a team of 5. Created scalable design language, content strategy, and brand. XXk YAU.

Grilled Cheese Grill

Assistant Cart Manager • 2015-2016

Front of house + grilling for one of Portland, Oregon's busiest food carts.

LIFE EXPERIENCE

Scrabble Grandmaster • 2004-2023

2014 US Champion and 2012 world #1 rank. Memorized 100k+ words. Org VP, youth mentor, championship Twitch commentator, and ambassador in media (including ESPN, SI, CBS, NPR, New Yorker).

Drummer • 1999+

Traveler • 29 countries + 50 US states

Real estate licensee • 2011-present • California

EDUCATION

Quantic School of Business

Executive MBA • 2023-present

(graduating March 2024)
Strategic leadership focus

Carnegie Mellon University

Masters' HCI • 2016-2017

Accessibility focus

UC San Diego

BS Psychology • 2007-2011

Cognitive Psychology focus
Cum Laude, Phi Beta Kappa

UX TOOLKIT

I've designed at scale for

Accessibility

AI / ML

Brand

Content

Games

Growth

Product

Service

Systems

I tell stories using

Figma

Slide decks

Whiteboards