

DASHA TITLEBAUM

FOUNDER & CHIEF EXPERIENCE OFFICER | UX STRATEGY & DESIGN

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PROFESSIONAL SUMMARY

UX leader with two decades of experience designing complex, high-stakes B2B and B2B2C SaaS products for major media and entertainment studios and broadcast networks. Founder of a boutique UX consultancy driving 0-to-1 through scale engagements — from research and strategy through system design, prototyping, and launch — for clients including Disney, Fox, and NBCUniversal. Known for turning ambiguous, cross-functional debates into evidence-backed product decisions and for building design systems that measurably shorten design-to-development turnaround.

EXPERIENCE

Founder, Chief Experience Officer (CXO)

2024 – Present

User Experience Consulting, LLC • Golden, CO & Austin, TX

- Founded a boutique UX consultancy focused on complex B2B and B2B2C SaaS products, from 0-to-1 through scale.
- Lead UX strategy: framing the problem, mapping the current experience, and sequencing work that moves the business metric.
- Conduct research and validation — interviews, contextual inquiry, usability testing, and concept validation — before build commitments.
- Own product design end to end: information architecture, interaction design, visual design, and accessible, responsive UI.
- Build design systems — scalable component libraries and documentation that shorten design-to-development turnaround.
- Prototype from low-fidelity flows to interactive, testable builds, including AI-assisted prototyping with Lovable and Figma Make.
- Facilitate cross-functional workshops that move team alignment from opinion to evidence.
- Deliver graphic design across brand identity, logo systems, marketing collateral, and web and campaign visuals.
- Produce commercial and editorial photography — product, portrait, event, and lifestyle imagery.
- Partner directly with users, founders, product leads, and engineering to move from insight to launched product.

Lead User Experience Designer

2014 – 2024

Qvest.US (formerly OnPrem Solution Partners, LLC) • Remote, Golden, CO & Austin, TX

- Transformed disconnected workflows into unified experiences, driving a 92% increase in user satisfaction and 40% faster task completion.
- Spearheaded 20+ zero-to-one product initiatives, cutting concept-to-launch timelines by 30%.
- Conducted 300+ user interviews, contextual inquiries, and shadowing sessions across enterprise clients including Disney, Fox, and NBCUniversal.
- Facilitated 100+ cross-functional workshops aligning users, product, and engineering.
- Delivered 1,000+ wireframes, high-fidelity mockups, and interactive prototypes in Figma and Axure.
- Built and maintained scalable design systems, reducing design-to-dev turnaround by 40%.
- Mentored junior and mid-level designers, contributing to team growth and retention.

Senior UX / UI / Visual Designer

2012 – 2014

Myxer, Listener-Controlled Radio Application • Austin, TX

- Solo end-to-end product designer for the entire company across iOS, Android, and web.
- Created a comprehensive design system, brand identity, and cross-platform component libraries.
- Delivered developer-ready assets and built responsive web experiences in HTML5/CSS3.
- Owned marketing collateral, email campaigns, ads, and social media presence.

User Experience Designer, Graphic Designer & Photographer

2007 – 2010

Dynamark Graphics Group • Nashville, TN

- Multi-disciplinary design role spanning UX, graphic design, and commercial photography.
- Delivered client projects from concept to print production.

Advertising Designer & Photographer

2006 – 2007

The Tennessean • Nashville, TN

- Designed advertising campaigns and shot photography for Nashville's leading newspaper.

EDUCATION

B.F.A. in Graphic Design & Photography — Savannah College of Art & Design, Savannah, GA (2005)

CERTIFICATIONS

Interaction Design Foundation — Active, 42 courses completed

SKILLS

• UX Strategy	• 0-to-1 Product Design	• Design Systems
• User Research	• Usability Testing	• Contextual Inquiry
• Information Architecture	• Interaction Design	• Visual Design
• Responsive & Accessible UI	• Prototyping (Figma, Axure)	• AI-Assisted Prototyping
• FigJam	• Miro	• Journey Mapping
• Heuristic Evaluation	• Competitive Analysis	• Content Strategy
• Workshop Facilitation	• Design Critique & Mentorship	• Agile & Lean UX
• Graphic Design & Brand Identity	• Adobe CC (Ps/Ai/Id)	• Commercial Photography
• HTML5 / CSS3	• Basic JavaScript	• Notion / Asana / JIRA