

Kurt Dahlstrom

Design Director & Head of Design

Owning product and brand, leading design and development teams

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SUMMARY

Design leader and four-time founder with 25+ years owning both the product and the brand. I've been the sole creative lead at an IoT company, head of product and creative at a consumer app with 50M+ views, and co-founder and CMO of a field-documentation platform. I build design systems and processes that keep design and development in the same feedback loop, and I'm comfortable reporting to the CEO, leading teams and managing agencies.

SELECTED HIGHLIGHTS

Product + brand owner

Sole creative lead at Ubicquia across product UX, brand and product marketing.

Systems and process

Introduced Atomic Design at Duro and kept design and development building from the same parts.

Consumer growth

Head of Product & Creative at memeTV: 50M+ views, a Top 6 iTunes app, the TweetTV acquisition.

Founder

Four-time founder; co-founder and CMO of ZiaMap, now live.

EXPERIENCE

Co-Founder & CMO, ZiaMap · Remote

Nov 2025 – Present

- Lead product design, marketing and customer experience; shaped the core workflows: GPS-tagged field capture, voice-to-text notes, a PLS review-and-accept flow, and an offline-first PWA that stores field data on the device and syncs when signal returns.
- Took the product from beta (May 2026) to live launch.
- Lead marketing, growth and go-to-market, positioning against enterprise vendors for the 53,823 US civil and survey firms with fewer than 20 employees.

Founder, 8forty · Wisconsin

Jan 2025 – Present

- Website design and development, SEO and marketing automation for small businesses and local contractors.

Marketing Director, Shanghai Community International School · Part-time, hybrid

Feb 2024 – Jun 2025

- Reported to the Head of School; led marketing and communications across three international campuses and a team of four marketers.
- Directed the external website redesign, from strategy through vendor selection.

Product Designer, Surefront (PLM + PIM + CRM) · Contract, remote

Jul 2023 – Dec 2024

- Led UX/UI design for a combined PIM, CRM and PLM product; managed the design system and wrote handoff documentation for developers.
- Supported a Carnegie Mellon intern design team.

Senior UX/UI Designer, Duro · Los Angeles

Feb 2022 – Jul 2023

- Took the UI from proof of concept to a full, modern product experience.
- Introduced and built an Atomic Design system and led the full responsive app redesign.

Freelance UX/UI & Graphic Designer · Remote

Nov 2020 – Feb 2022

Director of User Experience, Ubicquia · Fort Lauderdale

Jul 2018 – Oct 2020

- Sole creative resource; led the UX overhaul of an IoT smart-lighting control app used by ~500 customers, cutting the path to key data from 6–8 clicks to 4.
- Led on-shore development teams through sprints and deliverables.
- Owned product marketing and unified the brand with Marketing across digital, social, event and print.
- Brought trade-show booth and collateral design in-house, saving \$75K+.

Head of Design & Founder, Givv / GrowRoom · SF Bay Area

Aug 2015 – Sep 2018

- Founded and designed two consumer apps from concept through launch: GrowRoom, a crowdfunding app (first Gateway Incubator cohort), then Givv, a round-up charitable-giving app.

Head of Product & Creative Director, memeTV (formerly ConnectTV) · Emeryville

Dec 2010 – May 2015

- Owned product and creative direction for a social TV app: 50M+ views and a Top 6 app in the iTunes store.
- Co-managed on- and off-shore development teams; delivered co-branded integrations with Fox, Showtime, Evite and ET.
- Led the acquisition of TweetTV for real-time Twitter integration.

Multimedia and Visual Designer, E*TRADE Financial · Menlo Park

Oct 2000 – Dec 2009

- Key designer on E*TRADE's core trading interface, in use for 20+ years; redesigned Power E*TRADE, an acquired desktop trading app, to match the web product.
- Led a team producing corporate video and live events: stockholder meetings, webinars and leadership conferences; multimedia for banking centers in New York and San Francisco.
- Presentations and annual reports for the CEO and Investor Relations.

Art Director, Redladder

Jan 2000 – Oct 2000

- Built the design and development teams; managed an outside agency through the rebrand.

SKILLS

Leadership: design and creative direction, team leadership, on- and off-shore development teams, sprint planning, vendor and agency management, executive and IR presentations

Design: product design, UX/UI, design systems (Atomic Design), dashboards and data visualization, prototyping, developer handoff

Brand & growth: brand strategy, go-to-market, product marketing, content marketing, partnerships

Tools: Figma, Adobe Creative Cloud, Zeplin, Claude Code

EDUCATION

Coe College · Business

PORTFOLIO

Case studies at kurtdahlstrom.com: Ubicquia, E*TRADE, Duro + Surefront, ZiaMap.