

Kurt Dahlstrom

Senior Product & UX Designer

Complex B2B software, design systems, data-heavy interfaces

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SUMMARY

Product and UX designer with 25+ years making complex, high-stakes software usable. I've been the lead (often sole) designer embedded with development teams on fintech trading platforms, IoT control dashboards, PLM/PIM SaaS and field-documentation tools for licensed surveyors. I work from sketches and wireframes through high-fidelity mockups, interactive prototypes and dev-ready handoff, and I've built design systems that keep large products consistent.

SELECTED HIGHLIGHTS

Data-heavy UX at scale

Redesigned Ubicquia's IoT control app around dashboard tiles and pole-level maps: 6–8 clicks to key data down to 4.

Design systems

Built an Atomic Design system at Duro; managed the system for Surefront's PLM/PIM/CRM product.

Design that lasts

Key designer on E*TRADE's core trading interface, in use for 20+ years.

Field-tested

Designed ZiaMap's offline-first field app for land surveyors, from beta to 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.

Founder, 8forty · Wisconsin

Jan 2025 – Present

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

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.
- Conceived and launched a charting feature that surfaces insights from product data.
- Designed a marketplace module for two-way discovery of products, manufacturers and companies.
- 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.
- Designed the serialization module from concept to handoff; set up the Zeplin handoff process.

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.
- Replaced a patchwork of embedded tools with color-coded, data-agnostic dashboard tiles and pole-level map views; research included customer calls, surveys, support tickets and ride-alongs with field crews.
- Led on-shore development teams through sprints and deliverables.

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.
- User testing showed every user opted out of a planned auto-post-to-Twitter feature; redesigned sharing around the individual message instead.

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.
- Early UX/UI for E*TRADE Bank and features for E*TRADE.com.

Art Director, Redladder

Jan 2000 – Oct 2000

- UI/UX for a construction bidding platform hosting \$20B in projects, including digital bid distribution and subcontractor invitations.

SKILLS

UX & product design: user research, information architecture, sketching, wireframing, high-fidelity mockups, interactive prototyping, dashboard and data-visualization UX, responsive design

Systems & handoff: design systems (Atomic Design), developer handoff documentation, Zeplin

Domains: fintech and trading, IoT and smart cities, PLM/PIM SaaS, AEC and land surveying, social TV

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

EDUCATION

Coe College · Business

PORTFOLIO

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