

Kurt Dahlstrom

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Product Designer, Creative Director & Founder

Product and UX design, brand and marketing, founder-level ownership

SUMMARY

I've spent 25+ years designing products and the brands around them, from E*TRADE's trading platform to IoT dashboards, PLM software and a field app for land surveyors. I've been the lead (often sole) designer embedded with development teams, a creative and marketing director, and a four-time founder. I'm most useful where a product is complex, the users are busy, and design, brand and engineering need one person who can hold all three.

SELECTED HIGHLIGHTS

Design that lasts

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

Data-heavy UX

Cut Ubiqquia's path to key data from 6–8 clicks to 4 for ~500 customers.

Growth

Product and creative lead for memeTV: 50M+ views, a Top 6 iTunes app.

Builder

Co-founder of ZiaMap, now live; design systems at Duro and Surefront.

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.
- Built a LinkedIn content engine for the surveying audience: posts reaching ~24k impressions each and a weekly long-form newsletter, "Straight and Level."

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.

Social Media Director, Shanghai Wolves (CNFL) · Part-time, hybrid

Feb 2023 – Feb 2025

- Ran social strategy for the three-time CNFL champion American football team across Facebook, Instagram, Threads, X and WeChat.

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.

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.
- 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.

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.
- Presentations and annual reports for the CEO and Investor Relations.

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

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

Brand & marketing: brand strategy, go-to-market, content and thought-leadership marketing, social media (incl. WeChat, RedNote), SEO, trade show and events

Leadership: four-time founder; led design, development and marketing teams; vendor and agency management; executive and IR presentations

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

EDUCATION

Coe College · Business

PORTFOLIO

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