

GRIFFIN WELLS

Product Designer

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Experience

Product Designer | Blackbird Labs

AUG 2025 – PRESENT

- Led design of Blackbird's back-of-house POS experience: a server-facing interface that streamlined closing checks
- Collaborated cross-functionally with engineering, operations, and restaurant partners to refine POS logic and payment flows
- Built and tested custom Raspberry Pi hardware prototypes to interface directly with Toast POS systems

Founding Product Designer | Selleb

OCT 2024 – AUG 2025

- Built and maintained the design system from scratch in Figma
- Collaborated closely with engineering and contributed directly to SwiftUI components
- Helped shape early product direction by translating user feedback and behavior into features that drove steady user growth.

Product Designer | Eternal

SEPT 2022 – JUL 2024

Legends of Lostville

- Designed and developed an AI-driven narrative game where players solve crimes in a gritty 3D world.
- Achieved high engagement with players sending over 350,000 messages, enhancing the language model.

Eternal Radio

- Crafted a hybrid event ticketing app for both IRL and virtual events (average attendance of 1-2k fans).
- Shipped secure ticket reselling and scam prevention features, enhancing trust and safety for 54k users.

Associate Designer | JUV Consulting

JUN 2022 – SEPT 2022

- Conceptualized and launched a new logo, presentation templates, and design system
- Produced visual content and motion graphics for social media, boosting social engagement by 19%
- Spearheaded design meetings and instructed a team of 5 for clients such as Chamberlain Coffee

Graphic Designer | Mad Realities

APR 2022 – AUG 2022

- Developed branding for Mad Realities' original TikTok series
- Created exclusive merchandise, leading to a successful launch of sold-out t-shirts, hats, and stickers.
- Re-designed key materials like the brand bible and pitch decks.

Education

Vassar College

2018 – 2022

Bachelor of Arts in Film

Skills

Design Tools

Figma
Sketch
Adobe CC (Ps, Ai, Xd, Pr, Id, Ae)
Framer
Blender

Design Skills

Information Architecture
Interaction Design
Rapid Prototyping
Storyboards
User flows
Wireframes

Research

User Interviews
Usability Testing
Competitive Analysis
Heuristic Evaluation
Journey Mapping

Programming

HTML / CSS
JavaScript
Unity
Swift

AI

Inworld
Backyard AI
PlayHT