

Conor Marley

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Experience

Growth Product Designer - PlayOn Sports | Remote

Sep 2025 - Present

- Drove +33% ARPV lift with a Pricing & Packaging redesign, converging on a champion 3-tier subscription and plan UI structure with company-leading \$10M incremental revenue impact
- Designed and shipped experiments across the full subscriber lifecycle: a cancellation flow redesign that reduced churn by 2.2% and a refer-a-friend redesign for 2x referral revenue
- Built experiment research pipeline from user interviews through LaunchDarkly + GitHub deployment, prototyping buyflow concepts with Claude Code that seeded 40+ live A/B tests

User Experience Designer - Freedom Mortgage | Remote

Jan 2025 - Sep 2025

- Led UX design for enterprise AI financial Intelligent Assistant, delivering analytical and generative NLP tools with 20K+ monthly sessions, boosting adoption and reducing agent call time by 18%
- Conducted user persona research and synthesized behavioral analytics to inform design strategies and continuously refine functionality based on direct user feedback and engagement metrics

Product Designer - CourseNetworking | Indianapolis, IN

Nov 2020 - Nov 2024

- Owned end-to-end user experience design and web/mobile UI of consumer SaaS social learning management system and generative AI products that contributed to an 8.5% increase in contracts
 - Developed and scaled a comprehensive atomic design system in Figma, standardizing responsive mobile / desktop UI components and cutting delivery time and reducing UI inconsistencies in half
 - Ensured WCAG 2.1 accessibility, leading to a 100% compliance at A and AA levels
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Education

Purdue School of Engineering and Technology, IUPUI | Indianapolis, IN

Bachelor of Science in Computer and Information Technology, Minor in Philosophy

Skills

Tools: Figma, AI, Claude Code, Figma Make, accessibility (A11y), WCAG 2.1, Adobe Creative Suite, Illustrator, Photoshop, Miro, HTML, CSS, JavaScript, FigJam, Jira, agile, lean UX, presentation, QA

Design: Design systems, icons, UI, wireframing, prototyping, sketching, IxD, visual design, iteration, illustration, information architecture, storytelling, design thinking, flow diagrams, human-centered design

Research: User interviews, A/B testing, user testing, empathy, user journey maps, workshops, personas, surveys, user flows, Google Analytics, quantitative analysis, communication, collaboration