

DUNCAN LANE

Product Designer

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SUMMARY

Senior-level Product Designer with 7 years driving end-to-end design for complex enterprise platforms, from flagship workflows to emerging AI initiatives. Deep experience owning ambiguous 0-to-1 problems, partnering cross-functionally across global teams, and translating direct customer insight into product strategy.

EXPERIENCE

ServiceNow / Product Designer

APRIL 2022 – PRESENT, SANTA CLARA, CA

Field Service Management (FSM)

- Drove a vision initiative bringing AI into the technician mobile app to streamline field workflows, then shipped an MVP addressing one of customers' top pain points; traveled to Amsterdam to align with business units across the org and shape final direction and execution.
- Conducted in-field customer research in Toronto with one of FSM's largest customers — shadowed technicians and dispatchers on-site, then translated findings into a report that shaped the product roadmap.
- Led design for the Dispatcher Workspace, ServiceNow's flagship FSM product, owning scheduling and dispatch workflows for assigning field technicians and crews across multiple territories and time zones.
- Shipped 4 major feature enhancements to the Dispatcher Workspace, each solving validated pain points surfaced through direct customer engagement.
- Designed end-to-end mobile workflows for field technicians, covering task details, scheduling, parts lookup, and issue resolution — served as the team's subject matter expert on mobile design.
- Partnered daily with PMs, engineering, content design, and research across an 8-person cross-functional team throughout the product lifecycle.
- Led design and prototyping for flagship product demos across Dispatcher and Mobile, presented on the main stage at Knowledge (ServiceNow's annual 25,000-attendee conference) and in multiple demo booths.

Customer Service Management (CSM) — 4-month rotation

- Designed early iterations and prototypes for embedding AI-native patterns into Case Management workflows, exploring how AI could increase efficiency and value directly within case resolution.

Signal Labs / Product Designer

SEPTEMBER 2020 – MARCH 2022, SAN FRANCISCO, CA

- Served as the sole designer on a new team, leading design for Emerging Narratives, a strategic project that shaped the company's first Narrative Intelligence Solution Platform.
- Collaborated with cross-functional teams and customers to design, prototype, and validate multiple features from concept through launch.

- Took several features from early concept to successful product launch, shaping the direction of a new product line.

OmniSci / UX Product Designer

AUGUST 2019 – MARCH 2020, SAN FRANCISCO, CA

- Joined as the first designer on the team, owning product design across new and existing features, including serving as project owner for the Dashboard Manager and Data Catalog.
- Partnered closely with leadership to design all core components and establish the team's design system, defining states and flows across the product library.

Freelance / Product Designer

AUGUST 2018 – AUGUST 2019, SAN FRANCISCO, CA

- Partnered one-on-one with a Director of Product Design as a dedicated mentor for a full year, deepening skills in user-centered design, design sprints, and interaction design.
- Built proficiency in components and design systems using Sketch and Figma, and in micro-interactions and animated prototyping using Principle.

Mission College / Associate Graphic Design Instructor

AUGUST 2015 – DECEMBER 2018, SANTA CLARA, CA

- Taught Introduction to Adobe Illustrator in both online and in-person formats, covering current visual design trends relevant to professional practice.
- Wrote class curriculum, learning outcomes, and assessments; designed and produced online learning content including working files, demos, and instructional videos.

Whole Foods Market / Lead Store Graphic Artist

NOVEMBER 2014 – JULY 2018, PALO ALTO | CAMPBELL, CA

- Supervised and executed all creative artwork including signage, posters, and chalk art, along with marketing collateral and social media photography.
- Collaborated with 8 product teams to ensure successful execution and distribution of all marketing assets.

EDUCATION

San Jose State University / BA, Graphic Design

CLASS OF 2012, SAN JOSE, CA — DEAN'S HONORS LIST

San Jose City College / AA Degree

CLASS OF 2009, SAN JOSE, CA