

Randy Marston

PRODUCT DESIGN LEAD

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Hands-on Product Design leader for agencies and global brands, turning solvable problems into shippable products. Taking products from 0-to-1, pushing established ones further, and moving the metrics businesses care about, while making people's lives more enjoyable, more convenient, and more connected.

PROFESSIONAL EXPERIENCE

Modern Games

Jun 2024–Present

Director, Creative

- Launched **Aerthlings**, an Apple-featured mobile game and connected-toy platform, owning product experience end to end from early concept through commercial launch.
- Designed core gameplay systems, interfaces, and a blockchain-like trading economy, solving a key retention challenge and deepening community engagement.
- Partnered with MGA Toys to design a mobile game and NFC-enabled recipe cards for their \$100M **Miniverse** brand, extending their toy line into digital gameplay and opening a new revenue stream beyond the physical product.
- Led retail, trade show, e-commerce, and marketing design for a cohesive cross-platform brand.
- Earned a **4.8 App Store rating** and drove **3.5M+ YouTube views**.

Mint Mobile

Oct 2021–Jun 2024

Experience Design Lead (Associate Creative Director)

- Led product design initiatives for one of the fastest-growing wireless brands in the U.S., helping solidify Mint Mobile as **wireless's first billion-dollar challenger** through clever marketing, streamlined purchase flows, and simplified plan activation.
- Designed the web and app-based tools needed to support and retain customers, introducing new design systems and testing methods while working closely with cross-functional partners to modernize the design process.
- As Experience Design Lead, grew and managed a team of **2 to 10** designers while personally designing programs like device sales, eSIM, and the Mint Family Plan, and supporting marketing on national ad campaigns featuring Ryan Reynolds.
- Led experience design through **50% annual subscriber growth**, **70% revenue growth**, and Mint Mobile's **\$1.35B acquisition** by T-Mobile.

GoDaddy

Feb 2021–Oct 2021

Product Design Lead

- Redesigned **Venture Home**, GoDaddy's logged-in dashboard used by more than **20M customers**, adding onboarding, personalization, analytics, and discovery features that helped entrepreneurs grow their businesses.
- Introduced an interactive onboarding checklist and a personalized feed with suggestions, insights, and product recommendations, turning a utilitarian dashboard into a daily-use growth tool.
- Identified and shipped a single tested design change that generated **\$3M in incremental revenue**.
- Part of the leadership team that introduced the **RITE usability testing methodology**, producing actionable insights that were shared and applied across multiple product teams.

NFL

Oct 2011–Jul 2015

Senior Designer → Associate Creative Director

- Redesigned NFL Mobile, NFL Fantasy, and NFL.com, improving game-day, fantasy, and video experiences and helping millions of fans connect more deeply with the sports they love.
- Expanded the NFL's digital ecosystem to Apple TV, Roku, and other connected devices, creating a more unified cross-platform experience.
- Split the standalone NFL Now subscription service into the NFL mobile app and NFL Gamepass, reducing attrition and boosting subscriptions and engagement across both.
- Designed Emmy-nominated content including **Freakonomics** and **My Cause My Cleats**, alongside products reaching **100M+ lifetime downloads** and **2.2M weekly active users**.

CORE EXPERTISE

Product Strategy

Research & Discovery

UX & Visual Design

Prototyping

Design Systems

Accessibility

AI-Assisted Design

Design Leadership

Team Mentorship

Creative Direction

Cross-functional Collaboration

TOOLS

Figma, Adobe Creative Suite, Google Analytics, Hotjar, Lyssna, UserTesting, Shopify, Claude, + more

CAREER HIGHLIGHTS

\$1.35B

MINT MOBILE ACQUISITION BY T-MOBILE

100M+

LIFETIME DOWNLOADS, NFL PRODUCTS

20M

CUSTOMERS ON GODADDY DASHBOARD

4.8★

APP STORE RATING, AERTHLINGS

70%

REVENUE GROWTH DRIVEN, MINT MOBILE

\$3M

INCREMENTAL REVENUE, GODADDY

3.5M+

YOUTUBE VIEWS, AERTHLINGS

ADDITIONAL EXPERIENCE

Slytrunk	<i>Product Designer / UX Strategist</i>	2019–2021
Designed interactive products for sports, entertainment, and media brands while creating the tools to launch and manage them more efficiently.		
Kanopi Studios	<i>Product Design Consultant</i>	2017–2019 (Concurrent)
Partnered with mission-driven organizations to create more accessible, intuitive digital experiences that helped them better serve their communities and achieve their goals.		
Modern Games	<i>Sr. UX Designer</i>	2015–2019
Contributed to Modern Games' early product and design efforts, helping lay the groundwork for the brand's later launches.		
Myspace	<i>Lead UI/UX Designer</i>	2007–2011
Designed consumer experiences that encouraged self-expression, content discovery, and community while helping artists, entertainment brands, and businesses grow their audiences through one of the world's most influential social platforms.		

RECOGNITION

- NFL Commissioner's Award for digital product innovation.
- Design leader during Mint Mobile's rapid growth, culminating in its \$1.35B acquisition by T-Mobile.
- Aerthlings featured by Apple three times and recognized by players with a 4.8 App Store rating.
- Emmy-nominated for interactive digital content, including Freakonomics and My Cause My Cleats.
- Designed experiences for products reaching 100M+ lifetime downloads and 2.2M+ weekly active users.

EDUCATION

Academy of Art University
BFA, Graphic Illustration