

Nathan Furr

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PROFESSIONAL SUMMARY

Design leader with 17+ years of experience building products, brands, and go-to-market systems for venture-backed startups and growing companies. I partner with founders and executive teams to shape product strategy, customer experience, brand positioning, and marketing from early concept through launch and scale.

WORK HISTORY

HEAD OF DESIGN

07/2024 to CURRENT

Paragraph Ventures | Bloomington, IN

- Led design across a portfolio of venture-backed companies, owning product strategy, brand development, UX, marketing, and investor storytelling from concept through launch.
- Partnered with founders to define product vision, customer experience, positioning, messaging, and launch strategy, enhancing alignment between design and business goals.
- Designed end-to-end product experiences, from research and wireframes through polished interfaces and developer handoff.
- Built complete brand systems including visual identities, websites, marketing campaigns, sales collateral, pitch decks, and launch materials.
- Collaborated with engineering, product, marketing, and executive leadership to align business strategy with customer experience, ensuring cohesive and impactful product development.
- Established design standards and repeatable systems that enabled startups to accelerate development cycles while maintaining quality and consistency.

Companies: Bereave, Bloom Spatial, Drill, Motion, Realistic, and Viable

UX DESIGNER

03/2022 to CURRENT

Exclaimer | Bloomington, IN

- Improved product adoption by designing a guide to help with onboarding leading to a 30% increase in self-service purchases.
- Managed and rebranded the design system with a team of UX designers, enhancing component consistency and supporting engineering needs.
- Delivered new app experiences to promote cross-selling of features and increase the conversion rate for upgrades by 10%.
- Designed new features and updated UIs for a 20 year old product helping the company grow +30% YoY to over 100M ARR.

WORK HISTORY
CONT.

CREATIVE DIRECTOR

01/2020 to 03/2022

Periodic | Bloomington, IN

- Led a complete re-branding after joining the company and increased our reach over 100X online ultimately leading to acquisition in January of 2022.
- Created informational videos on the product which led to a 10X increase in demo requests month-over-month.
- Delivered product mock-ups and custom CSS for development team, allowing customers to personalize application with their fonts, colors, and brand style.
- Guided platform redesign to enable integration during acquisition.

OWNER

05/2009 to CURRENT

FURRdesign | Bloomington, IN

- Designed websites, digital products, and customer experiences that improved usability and reinforced each organization's brand.
- Led branding and visual identity projects for organizations including early-stage startups, established nonprofits, and local businesses.
- Created marketing campaigns, sales collateral, video content, and presentation materials that supported business development efforts.

EDUCATION

Bachelor of Arts | Telecommunications, Design and Production
Indiana University, Bloomington, IN

05/2009

SKILLS

- | | |
|--------------------------|-------------------------------------|
| • Product design | • Digital marketing |
| • User experience design | • Video editing |
| • Prototyping | • Figma |
| • Design systems | • Adobe Suite |
| • Creative direction | • Webflow / WordPress / Squarespace |

INTERESTS

Woodworking, coffee, apparel design, guitar building, playing and writing music, learning how to fix things, home renovation