

PORTFOLIO · 2026

Earl Carlson

Product design leader



I lead design teams
on products people
use every day.

I give senior designers room to lead, I stay close to the product, and I push the work until it's excellent. Consumer products, connected hardware, platforms, trust and safety, and emerging technology.

MOST
RECENTLY

Senior Product
Design Manager,
Docker · 2024–
2026

12 people at
Docker: designers
and design
engineers

BASED

Ann Arbor, MI ·
remote

ALSO

Father, dog dad,
music production,
ceramics

I want the people on my teams
to do great work *they're proud of.*

I create trust within my teams. I raise the bar of quality. I create clarity of purpose.
And I bring a sense of joy.

HOW I THINK ABOUT DESIGN TEAMS

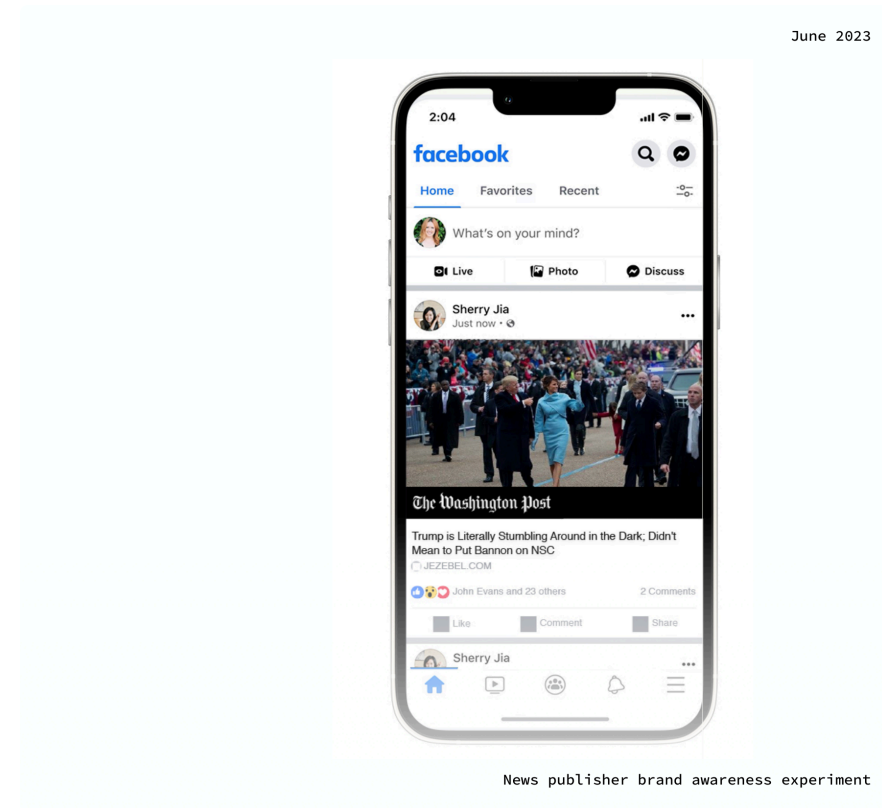
A group of people coming together to make products with a clarity of purpose. Where craft matters, trust is inherent, and we push each other to do great work.

01 · FACEBOOK, 2017–2018

Fighting misinformation on a feed of a billion people

NEWS CREDIBILITY · SNAPSHOT

ROLE	Lead Product Designer
TEAM	Me as the designer · 4 engineers · 1 researcher · 1 content strategist · 1 PM
SURFACE	News Feed · 1B+ monthly users · web, Android, iOS
CONTEXT	The news credibility work was brand new, as "fake news" became a global crisis



WHAT I BROUGHT

I designed the fact-checking tool.

Partners like Snopes rated stories, and a rating reduced a story's reach across Facebook.

I pushed for credibility signals.

Publisher logos and credibility indicators that landed across the product.

I brought publishers in.

I met the New York Times, CNN, and others to introduce the fact-checking and A/B testing tools.

I took the research global.

I condensed field research into product direction, and pushed that our fix was too US- and Euro-centric.

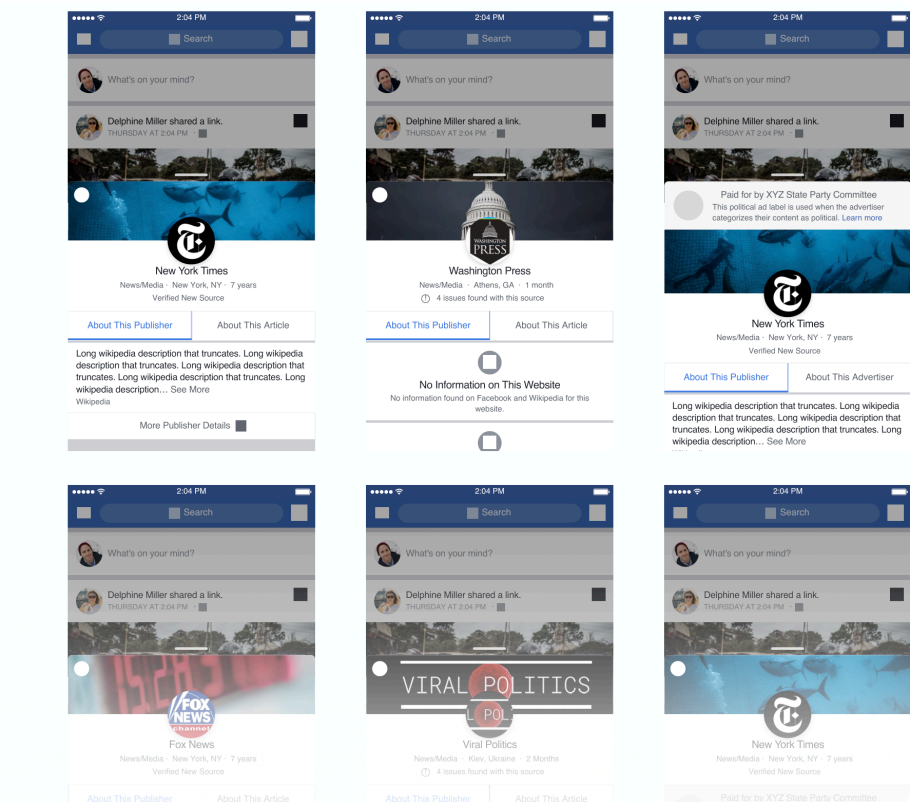


RESEARCH · INDIA

"Snopes isn't
covering stories in
Brazil or India."

Research in Hong Kong, Brazil, and India, where I
joined the team, showed the problem looked
completely different outside the US and Europe.
People got their news in group posts and
WhatsApp groups.

NEWS SIGNALS

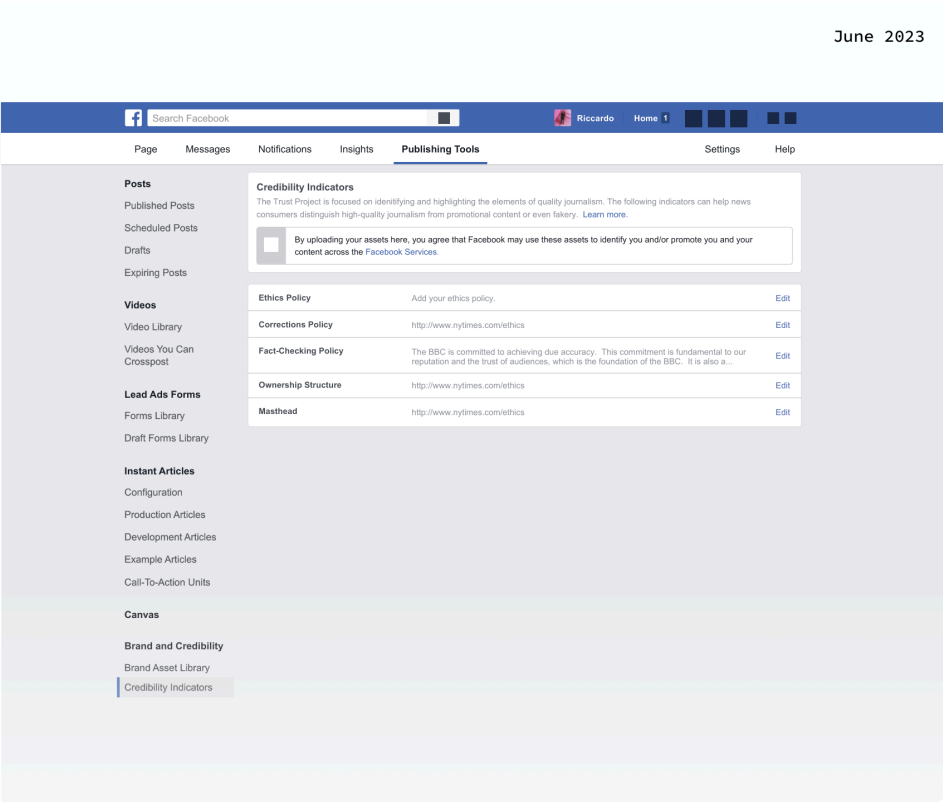


Reputable signals in the feed

Publisher logos, so the source travels with the story.

Credibility indicators

Ethics, corrections, and ownership, in publisher tools.



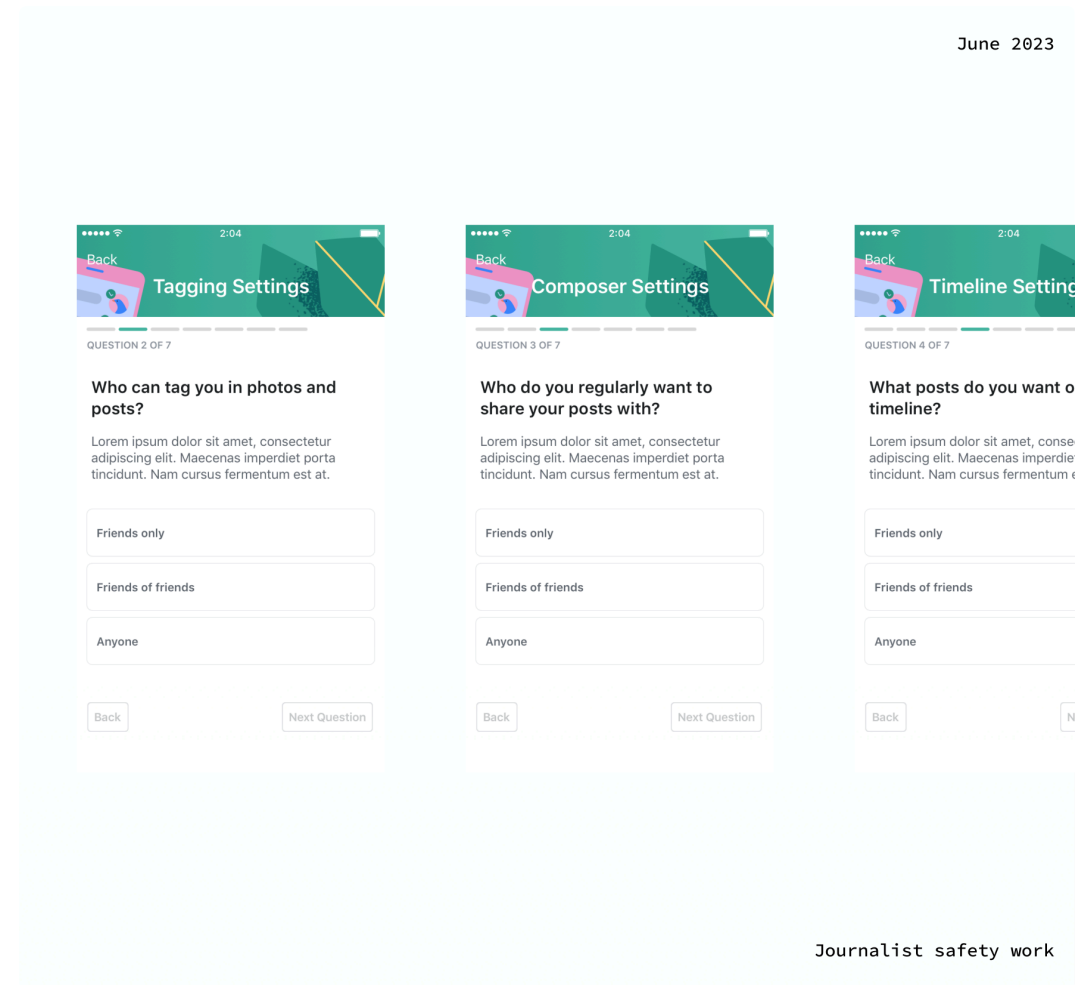
Fact-checking

Partners like Snopes rated stories. A false rating dropped a story in the feed.

JOURNALIST SAFETY

A journalist told us Facebook wasn't safe for journalists to post on.

Cat Audi and I pushed for it, and the team started building safety tools: who can tag you, who sees your posts, what reaches your timeline.



RESULTS

~80%

drop in views once an article was rated as containing misinformation

25

fact-checking
partners across
14 countries

Shipped

publisher logos, About This
Publisher, and Trust Project
credibility indicators

02 · NOKIA, 2014–2015

REBEL: an outdoor adventure camera

REBEL · SNAPSHOT

ROLE

Senior Product Designer, the only designer

TEAM

3 engineers and a design director, inside Nokia
HERE maps

SURFACE

A camera, its iOS app, and the web

CONTEXT

An early-stage hardware product for people who go outside



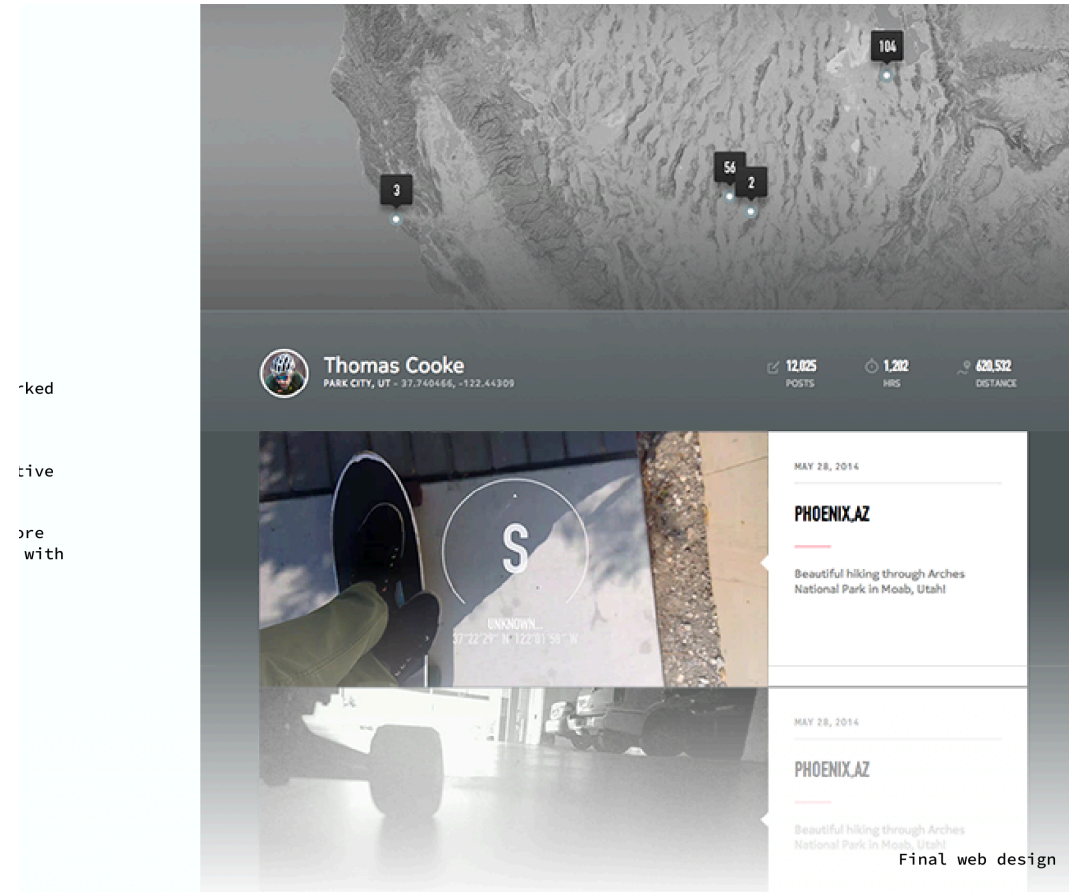
WHAT WE LEARNED

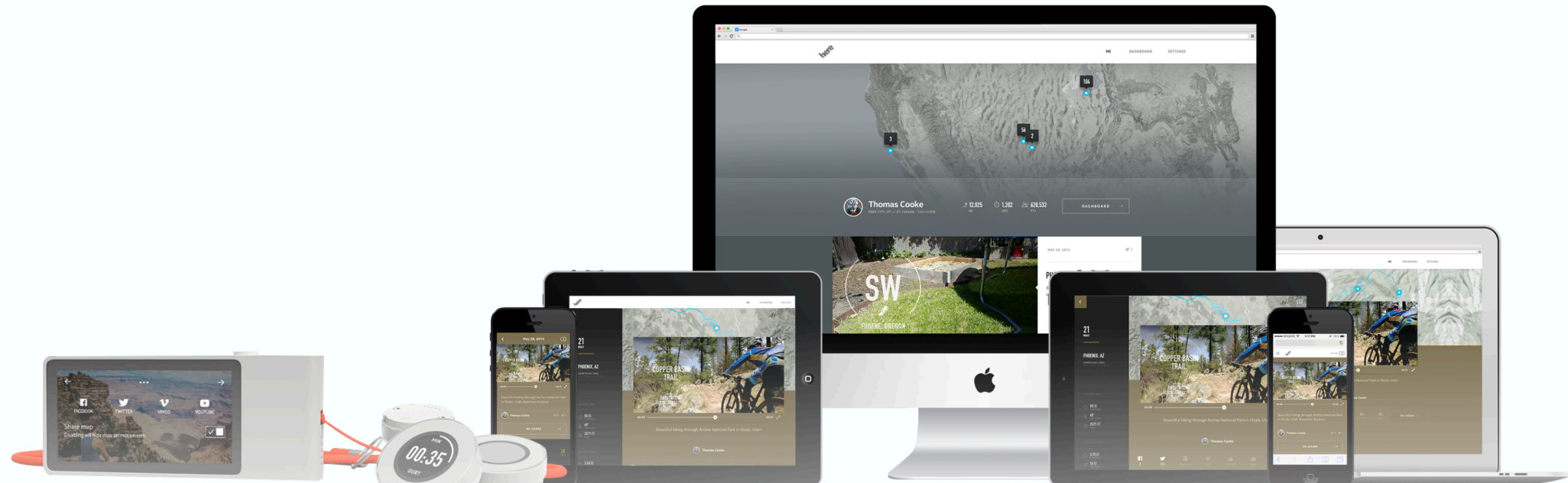
About 99% of GoPro
footage *never got shared.*

WHAT I PUSHED FOR

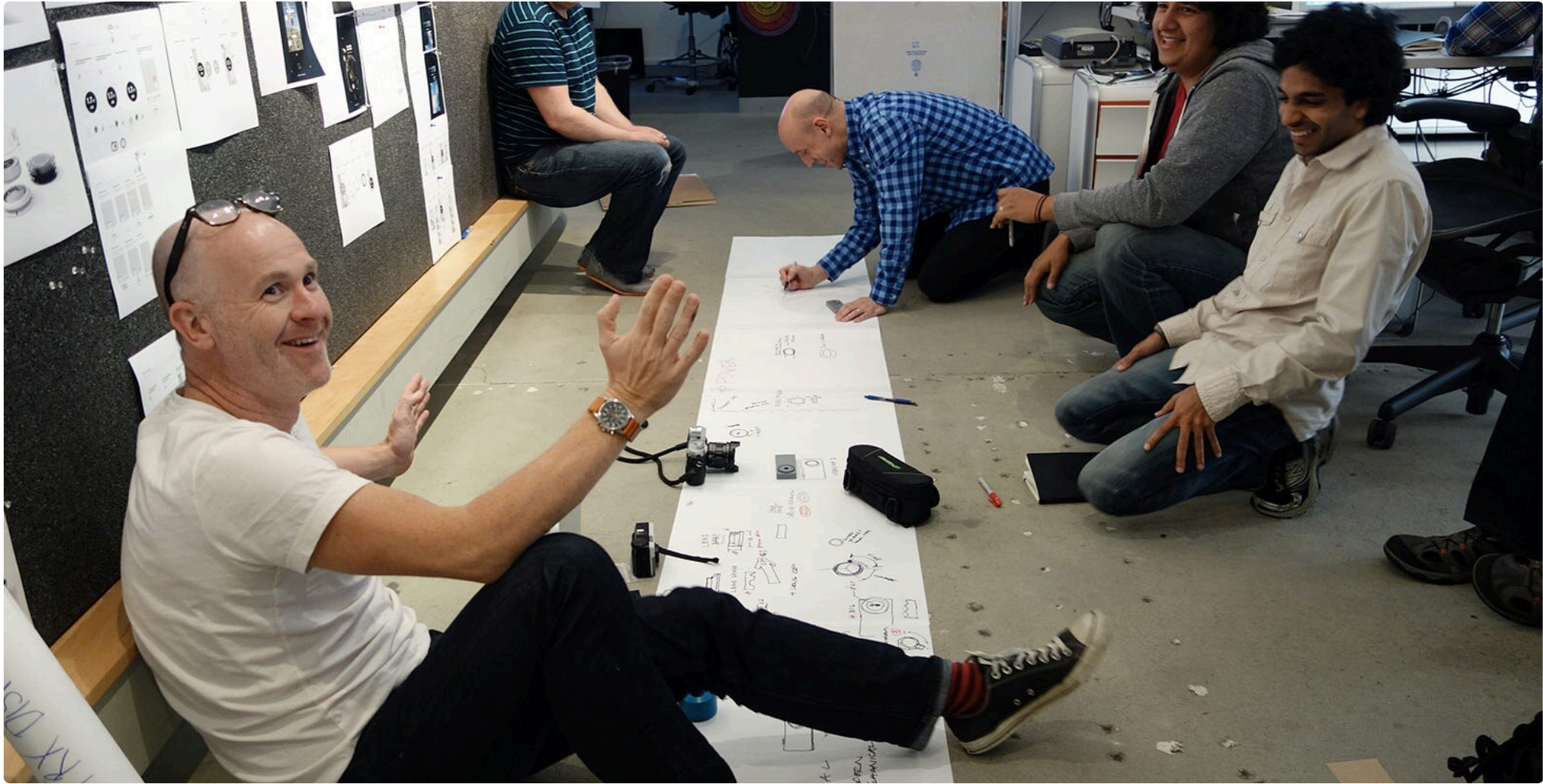
"An outdoor
adventure
platform, not a
map, a map, a
map."

Nokia wanted maps everywhere. I pushed
for exploring and sharing instead: quick
capture, automatic upload, each session
mapped with route, photos, speed and
elevation, then cut into short reels with
music, ready to share.





The full product line: camera, remote, iOS, and web





"One of my proudest moments as a product designer was going out to surf and taking videos with a camera I helped work on."

WHAT HAPPENED

It never shipped.
Nokia wound it down
in a round of layoffs,
right before launch.

56K

views on Behance, featured in Best of
Behance

03 · DOCKER DESIGN TEAM, 2024–2026

Bringing a whole design team into AI tooling

DOCKER DESIGN · SNAPSHOT

ROLE	Senior Product Design Manager
TEAM	12 people: 8 Staff designers, 2 senior designers, 2 design engineers
SURFACE	Docker Hub, Docker Desktop, agentic products, accounts & billing, the design system
CONTEXT	Engineering moved to Claude Code. The rules for design were changing every week.

STAND-IN

Real artifact here:
an agentic product screen or
the agent-ready design system

WHAT I BROUGHT

I let the excited designers lead.

Not a mandate, at first: the tools were too early for design. The three or four already experimenting each took a different area, then showed the rest.

I gave the slower starters a peer, not pressure.

Gentler on-ramps, a peer as a coach, and a weekly check-in.

I made the learning weekly.

Show-and-tells where someone always showed what they were trying.

I held the bar on taste.

Engineering velocity went through the roof, so we pivoted to focus on our biggest wins.



THE ROOM

Every week,
someone showed
what they were
trying.

Ideas felt real much faster, so we
could test them much sooner.

What worked was when one of our senior designers started having opinions about which agent and harness *were useful for her.*

Figma Make didn't design well or help our designers. She found that working in code was a lot better.

WHAT CHANGED

~0 → all

designers working primarily in agent tools, in about a year

76%

fewer theme overrides after rebuilding the design-system foundation

2

design engineers joined; an agent-ready design system shipped

[stat]

[a tooling stat]

"It's not about catching up. It's about shifting the way design works so that *the impact of design remains true.*"

Reimagining what developers need in a world of AI agents and tooling

CLARITY OF PURPOSE

Who is this for?

What are we trying to do?

Why is it needed?

ROLE

Design manager for Hub
Vision

TEAM

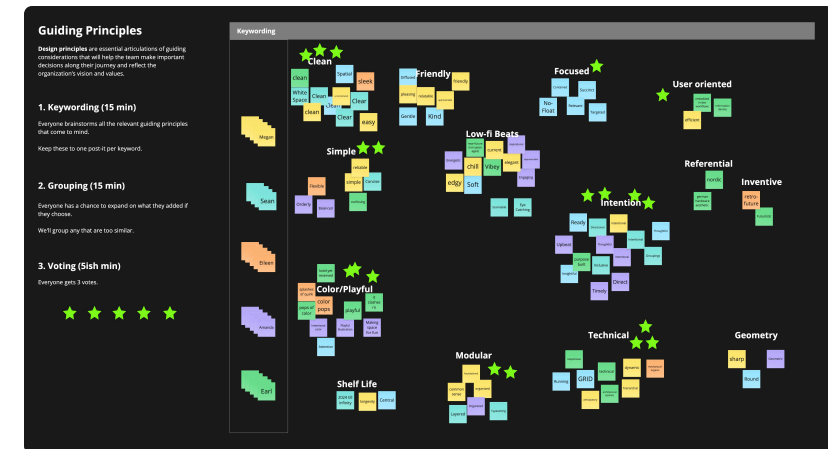
Sean Brady (Staff designer),
2 PMs, 3 engineering teams,
and the VP of Hub

SURFACES

The homepage and image
pages, the journey from a
Google search to an image
page, discovery, and agent
journeys

CONTEXT

A product badly in need of
an update, with no major
redesign in more than five
years



THE REAL PROBLEM

The user journeys were stale.
We were imagining Hub *inside
the box it was already in.*

My job was getting Sean to expand his scope, and to pitch the updated designs to our executive team.

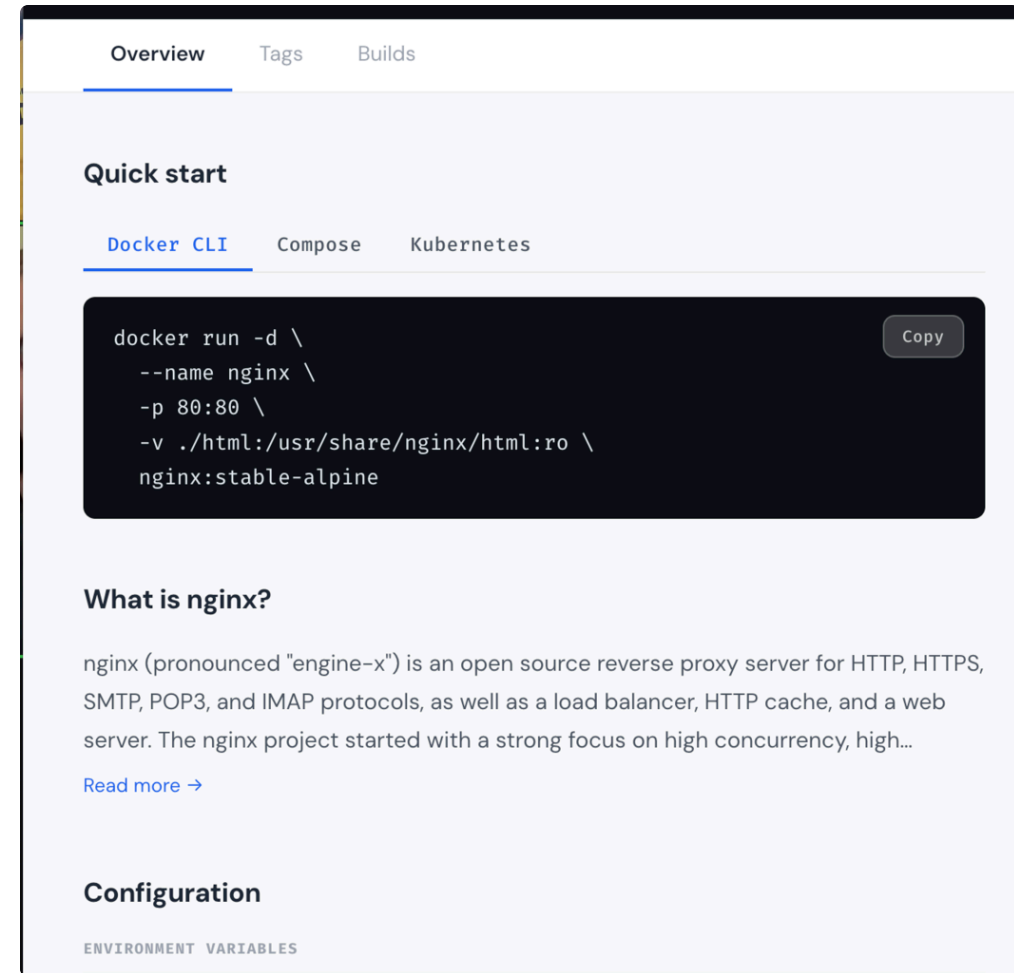
THE PROCESS

- 1 Re-skin what's there
- 2 Start from how people arrive, and restructure the information to meet them there ← I came in here
- 3 Establish the best-case user journeys
- 4 Design for people and agents

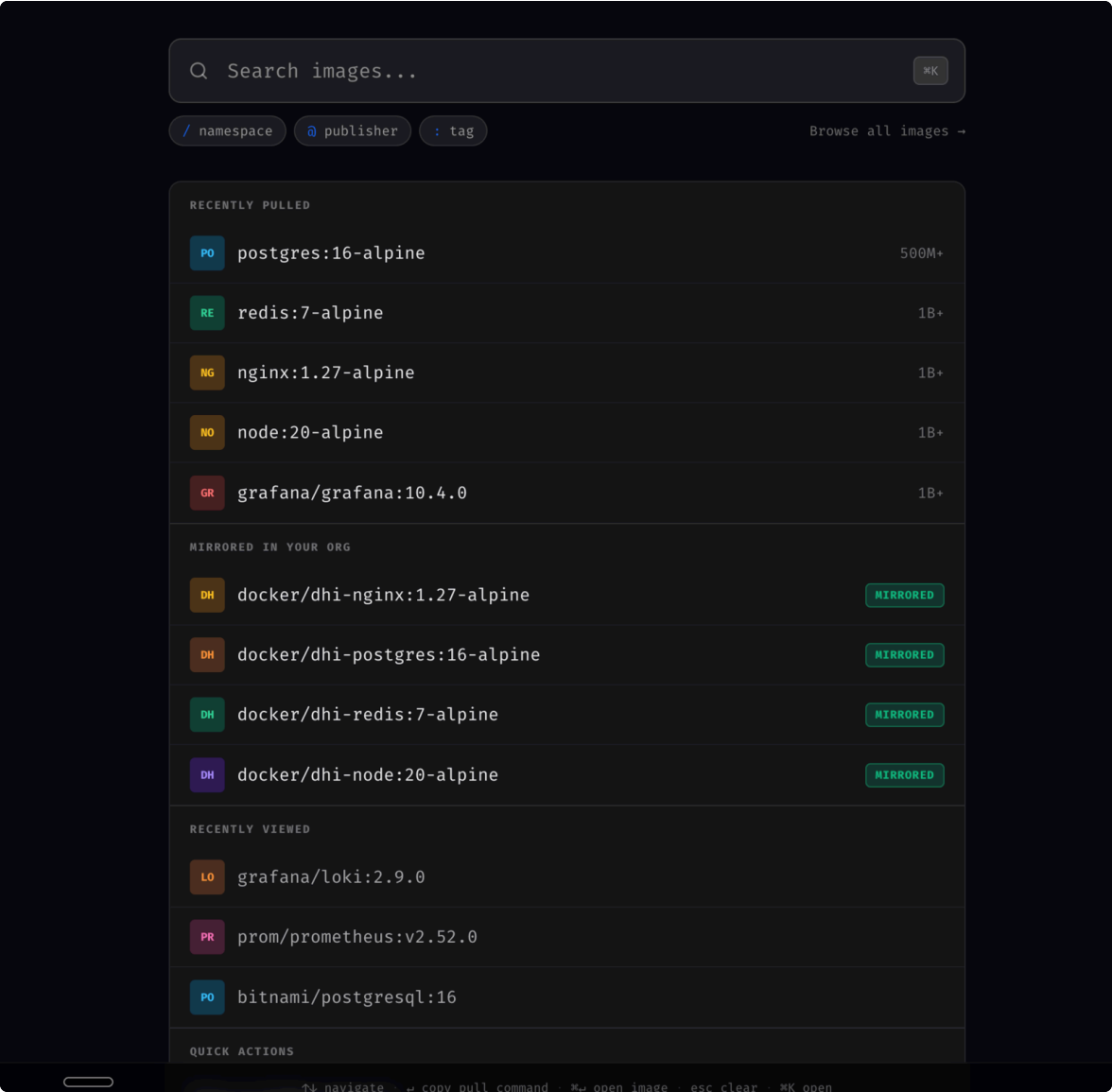
BEFORE



AFTER



PAGE DESIGNS



STAND-IN

Homepage

STAND-IN

Hub for agents

WHAT CHANGED FOR THE DESIGNER

Sean started as the person who knew Hub. By the end, he remembered that design has the power to make real change.

Not just the pixels: he owned the whole surface, and the responsibility that comes with that.

WHAT MY DESIGNERS SAY

*[Testimonial: request from
a designer]*

Name · Staff Product Designer,
Docker

*[Testimonial: request from
a designer]*

Name · Designer, DigitalOcean

*[Testimonial: request from
a peer or partner]*

Name · Role

I want good people to do great work
they're proud of.

Let's *talk.*

Earl Carlson · theearlcarlson@gmail.com · Ann Arbor, MI (remote)