# Shalom Ormsby

Product Design Leader ✨ Humanizing AI

shalom@shalomormsby.com
(415) 302-3183

## WORK EXPERIENCE

### VP of Design
San Francisco, CA
**SetSail** – AI-powered analyst for revenue teams
March 2022 – April 2024

Co-led the **rapid integration of Generative AI into the core product**, multiplied the value of SetSail's product, elevated its UX, and delighted our customers. Helped pivot SetSail from a gamified sales incentives tool to an AI-powered analyst for revenue teams. Serving both as department leader and individual contributor, my contributions included:
- Led high-velocity R&D design sprints to **rapidly prototype novel AI-powered features**
- Led **in-depth customer research**, analyzed findings, & use them to shape product strategy
- Created **cross-functional alignment** via recurring **deep-dive design reviews** with key stakeholders from Engineering, Data Science, Customer Success, & GTM teams
- Led the creation of a **robust design system** that streamlined development & radically improved coherence across product experiences
- Helped develop the design skills of team members via **structured mentorship** that fostered continuous skill development & career advancement
- Served as Cruise Director, created an **active culture of inclusion**, teamwork & excellence

### Principal Experience Designer
San Jose, CA
**Arm + Pelion** – Blue-sky R&D of IoT-powered products
Oct. 2019 – Jan. 2022

Tasked with creating the next $1B in revenue for Arm designing new IoT, ML, & Edge-powered products, I led Product Design for 5 innovative R&D products (Phase 0 to 1).
- Led customer research (generative & evaluative), performed team analysis, distilled to testable hypotheses, & **rapidly prototyped** targeted solutions to customer needs
- Performed **frequent usability tests** our prototypes with customers in our ICP to enrich our product strategy with real-world feedback and maximize our chance of success
- Collaborated on the creation of a **design system** to **solve tech debt**

🏆 One product (Space Analytics) was so successful that when Arm defunded our program, a beta tester made an earnest attempt to acquire our product & team. [Details in my portfolio.]

### Design Director
San Francisco, CA
**bud.com** – Direct-to-consumer product delivery service
Jan. – Aug. 2019

Led all product & marketing design initiatives for this early-stage startup, including:
- Led the **research-based redesign & rebrand** of their e-commerce website, boosting customer conversion rate by ~75%
- Led the creation of a coherent **design system** & aligned the engineering team

### Lead Instructor, UX Design Immersive
San Francisco, CA
**General Assembly** – Training the next gen. of UX Designers
Mar. 2018 – Jan. 2019

Taught 3 successful **intensive UX Design cohorts** of ~75 design students. Skills taught include:
- User Research
- Usability Testing
- Design Strategy
- UI Design
- IxD
- Personas
- Visual Design
- Heuristic Evaluation
- Info. Architecture
- Mobile App Design
- Wireframing
- Prototyping
- Impactful Design Presentations

### Senior UX Designer
San Francisco, CA
**Autodesk** – Creating innovative tools for innovative creatives
Feb. 2014 – Jan. 2018

Led Product Design for Autodesk's professional 3D printer from R&D to globally-shipped product
- Performed extensive **on-site customer research**, analyzed findings, translated into design specifications, designed & tested prototypes, rapidly iterated designs with UX improvements
- Co-led the **Customer Champion** team to inform Product Design with real-world feedback
- Co-led Autodesk's **Human-Centered Design community** in San Fransisco (LUMA)

## SKILLS

### FOUNDATIONAL
Human-Centered Design
Human-AI IxD
Design Strategy
Customer-Centricity
Skillful Communication

### DESIGN LEADERSHIP
DesignOps
Team Building
Cross-Team Collaboration
Roadmap Development
Agile Methodologies
Mentorship
Design Critique
Radical Candor
Public Speaking

### PRODUCT + UX DESIGN
UX & UI Design
Prototyping
Usability Testing
Qual. & Quant. Research
Information Architecture
Design Systems
Accessible Design
Interaction Design
Mobile Commerce

### ADDITIONAL CREATIVE
Creative Direction
Visual Storytelling
Illustration
Writing

## KEY TOOLS
Figma
LLM's
Storybook
Chromatic
Shortcut / Jira
Adobe CC

## EDUCATION

**BA, Philosophy**
Haverford College

Cofounder of *The Environmental House* coop, which continues to thrive as the center of environmental activism at Haverford