

SHALOMORMSBY

Product design leader. Full-stack humanist designer.

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WORK EXPERIENCE

- Apr 2024 – Mar 2022 **VP of Design** | SetSail
- Co-led strategic product pivot to an AI-powered revenue analyst, partnering with CPO to redefine vision & roadmap
 - Spearheaded a bold PLG strategy in collaboration with CMO, driving self-serve adoption & viral user growth
 - Fostered cross-functional collaboration across Customer Success, GTM, Data Science, & Engineering teams
 - Led the creation of a React design system that enhanced UI coherence & reduced front-end development time by ~50%
 - Conducted comprehensive & continuous customer research
 - Continually improved product via tight customer feedback loops, usability tests, & rapid design iterations
- Jan 2022 – Oct 2019 **Principal Experience Designer** | Arm
- Led product design for R&D team tasked with the BHAG of generating \$1B in revenue via IoT, ML, & Edge tech
 - Led generative & evaluative customer research
 - Rapidly prototyped & tested solutions
 - Co-led the creation of a design system that unified divergent patterns in a coherent, developer-friendly format
 - Designed a product that was so loved by an enterprise beta tester that they tried to acquire the entire product & team
- Aug 2019 – Jan 2019 **Head of Design** | Bud
- Drove customer-centric product strategy with CPO & CEO
 - Recruited & built product org up to 10 team members
 - Led the redesign of e-commerce site, boosting sales by ~75%
- Mar 2018 – Jan 2019 **Lead UX Design Instructor** | General Assembly, San Francisco
- Taught 3 successful intensive UX design cohorts resulting in the graduation of 74 design students
 - Skills taught include: User research, Usability testing, Design Strategy, UI design, IxD, Personas, Visual design, Heuristic evaluation, IA, Wireframing, Prototyping, Mobile app design, Design presentations
- Jan 2018 – Feb 2014 **Principal UX Designer** | Autodesk
- Led 0 to 1 product design for Autodesk's pro 3D printer
 - Performed customer research & analysis, created design specs, designed & tested prototypes, rapidly-iterated product
 - Co-led the Customer Champion team to guide product strategy with frequent real-world customer feedback
 - Co-led LUMA, the Human-Centered Design community in SF

SKILLS

FOUNDATIONAL

Human-centered design
Human-AI IxD
Design strategy
Communication

DESIGN LEADERSHIP

DesignOps
Cross-team collaboration
Roadmap development
Agile methodologies
Mentorship
Design critique
Presentations

PRODUCT / UX DESIGN

Prototyping
User research & analysis
Usability testing
Design systems
Information architecture
A11y / Accessible design
IxD / Interaction design
Mobile commerce

ADDITIONAL CREATIVE

Creative direction
Visual storytelling
Illustration
Writing

KEY TOOLS

Figma
Adobe CC
Storybook
Chromatic
Jira / Shortcut

EDUCATION

BA – Philosophy, Art
Haverford College

Cofounded the
Environmental House
cooperative