

# SHALOMORMSBY

Product design leader. Full-stack humanist designer.

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## WORK EXPERIENCE

Mar 2022 – **VP of Design** | SetSail

Apr 2024

- 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

Oct 2019 – **Principal Experience Designer** | Arm

Jan 2022

- 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

Jan 2019 – **Head of Design** | Bud

Aug 2019

- 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 – **Lead UX Design Instructor** | General Assembly, San Francisco

Jan 2019

- 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

Feb 2014 – **Principal UX Designer** | Autodesk

Jan 2018

- 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