SHALOM**ORMSBY**

Product design leader. Full-stack human-centered designer.

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WORK EXPERIENCE

Mar 2025 – now

Founder | Creative Powerup
- Launched and lead a purpose-driven community supporting creators in harnessing AI to amplify their originality, impact, and authentic creative expression

Apr 2024 – now

Head of Design | Joinable
- Leading the user-centered design of an app that creates joy and strengthens friendships through authentic social connections

Mar 2022 – Apr 2024

VP of Design | SetSail
- Co-led AI pivot; redefined product vision & roadmap w/ CPO
- Partnered with CMO on bold PLG push to boost growth
- Built Figma-React design sys, cut front-end dev time >50%
- Strengthened UX via rapid testing, feedback loops & iteration
- Unified CS, GTM, Data, & Engineering to drive cross-functional alignment and execution

Oct 2019 – Jan 2022

Principal Experience Designer | Arm
- Led design for $1B+ R&D initiative across IoT, ML, & Edge; shipped prototypes that won enterprise acquisition attempts
- Drove customer research (generative + evaluative) to shape high-impact, user-centered solutions
- Co-created a unified, dev-friendly Figma-to-React design system, replacing fragmented UX patterns to boost prod dev

Jan 2019 – Aug 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

Feb 2014 – Jan 2018

Principal UX Designer | Autodesk
- Led 0→1 product design for Autodesk's pro 3D printer, from early research through successful launch
- Performed customer research & analysis, defined specs, designed & tested prototypes in rapidly iteration cycles
- Co-led the Customer Champion team to drive prod strategy
- 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