

DON ROACH

UX Leader, Product Designer

Austin, TX | 512-565-3646 | docroach73@gmail.com

LinkedIn: [linkedin.com/in/uxdonroach](https://www.linkedin.com/in/uxdonroach) | Portfolio: <https://donroachdesign.com/recent>

PROFESSIONAL SUMMARY

UX leader with 15+ years in product design and 7+ years in UX leadership, driving **user-centered design** for complex **B2B SaaS products** across **web and mobile**. Proven **player-coach** who levels up **design craft**, establishes high-velocity **design processes and rituals**, and strengthens alignment with **Product and Engineering** to improve **usability and consistency**. Delivers **data-informed design** by defining and tracking **UX health indicators**, translating complex user needs into simple, effective solutions with a time-to-value mindset.

AREAS OF EXPERTISE

User-Centered Design | B2B SaaS Products | Web and Mobile | Design Vision & Craft | Prototyping | Journey Mapping | System Design | Design Systems | Core Primitives | Information Architecture | Interaction Design | User Interface Design | Cross-Functional Communication | Stakeholder Influence and Alignment | Data-Informed Design | Usability and Consistency | Design Processes and Rituals | Figma | Jira | Confluence | Notion | User Testing | Optimal Workshop | Dovetail | Usability Testing | Heuristic Evaluation | Google Analytics | Amplitude | Pendo | Behavioral Analytics | Lean UX | Design Thinking | Agile | Systems Thinking | Human-Centered Design | AI-Augmented Workflow Automation | Human-Centered AI Product Development | AI Pipeline Development | Claude API | OpenAI API | Python / Flask | Google Apps Script | Figma MCP AI Workflows

SELECT PROFESSIONAL EXPERIENCE

Fractional Product & AI Design – Nov 2024 – Present

Self Employed – Austin, TX

Lead product design for early-stage products, partnering directly with founders and CTOs from concept through launch. Apply AI tools to accelerate research, iteration, and delivery including building custom agents and automations that remove friction from real workflows.

Director, User Experience - Mar 2024 – Oct 2024

Q2 – Austin, TX

Drove enterprise UX strategy for a complex B2B and Commercial digital banking portfolio, improving **usability and consistency** across multi-surface experiences through **system design** and **interface design**. Led and mentored a cross-functional org of 2 managers and 15 designers as a hands-on **player-coach**, leveling up **design craft** and building an inclusive team culture with high satisfaction rates. Established a **design vision** grounded in customer insights by creating a system for gathering and analyzing user feedback data, enabling **data-informed design** decisions and clearer prioritization of high-impact experiences. Architected scalable **design processes and rituals** and a right-sized **design systems** approach to balance speed with quality, strengthening alignment with **Product and Engineering** leadership. Integrated AI-driven design tooling to accelerate **prototyping** and reduce cycle time from concept to validated UX direction. Integrated AI-driven design tooling and workflows to accelerate prototyping, enhance usability insights, and scale design consistency across product lines.

Senior Manager, UX Design - Mar 2023 – Apr 2024

Q2 – Austin, TX

Led an 8-designer team delivering B2B and Commercial digital banking experiences, strengthening partnership and day-to-day alignment with **Product and Engineering** to drive clarity in ambiguous problem spaces. Oversaw **system design** with reusable web components and ran **usability testing** and accessibility review/testing to elevate **user interface design** quality and consistency. Established high-velocity **design processes and rituals** by creating a tracking system managing 75+ features per quarter, improving predictability and time-to-value for customers. Championed **user-centered design** using **Lean UX** for rapid iteration, translating complex user needs into simple, effective solutions through **prototyping** and interaction-focused workflows. Built durable cross-functional communication loops with Product & Development leadership to align stakeholders, accelerate decisions, and reduce rework during delivery.

Manager, UX Design - Sept 2020 – May 2023

Q2 – Austin, TX

Led a cross-functional team of UX designers working with researchers, and product owners to develop user-centered design solutions that enhance product usability and customer satisfaction.

Established and implemented design processes and best practices, fostering a culture of innovation and continuous improvement within the design team.

Aligned with executive leadership to define product vision and strategy, ensuring alignment with business goals and user needs.

Lead UX Designer - Sept 2017 – Sept 2020

Q2 – Austin, TX

Directed the end-to-end design process for multiple high-impact Fintech products, conducting user research and usability testing to inform design decisions. Created wireframes, prototypes, and high-fidelity designs, translating complex financial concepts into intuitive user experiences across web and mobile platforms. Mentored junior designers, providing guidance on design principles and user-centered methodologies to elevate overall team performance and output quality.

Senior UX Designer - June 2015 – Sept 2017

Q2 – Austin, TX

Developed detailed personas, journey maps, and user flows to visualize user experiences and inform design decisions on mobile iOS & Android native platforms, ensuring a seamless interaction with financial products. Collaborated closely with engineering and product teams to deliver design specifications and ensure high-fidelity implementation of user interfaces.

Sr UX Designer | Lithium Technologies - Mar 2014 - May 2015

Sr UX Designer | Blackbaud - Aug 2011 – Mar 2014

Web Designer, Art Director, UX Designer | Convio - Nov 2005 – Aug 2011

EDUCATION AND CERTIFICATIONS

Certification - Introduction to Agent Skills | Anthropic

Certification - AI Fluency: Framework & Foundations | Anthropic

Certification - AI + Design: John Maeda on "Design Better" | LinkedIn

Certification - Using AI in the Design Process | LinkedIn

Digital Accessibility Training | Deque University

BS Advertising | UT Austin