



# AILSABLAIR

www.ailsablair.com | PW: d3sign

I'm a **Product Design and DesignOps professional** with more than 10 years of experience turning complex, real-world challenges into intuitive, beautiful digital products.

I love setting up collaborative teams, but I'm just as passionate about staying hands-on as an individual contributor. In my own design practice, I focus on pairing smart, AI-powered automation with customized, high-touch design work. This hybrid approach lets me automate the tedious workflows behind the scenes, leaving me free to craft deeply intuitive interfaces that help users get through their daily tasks with complete ease. From establishing robust Figma libraries to utilizing emerging AI toolchains, I'm always looking for ways to build smarter, design faster, and make technology feel more human.

## EXPERIENCE

### Product Design & Ops Lead.

**NUCLEAR PROMISE X INC.**

May. 2025 → Present (Full-time)



Merges hands-on product design execution with strategic DesignOps leadership to build scalable, white-label design systems, upskill cross-functional teams, and architect automated, AI-driven software delivery pipelines. Expert in translating complex user needs into seamless SaaS workflows, establishing a single source of truth across product and engineering, and leading agile program delivery to accelerate build times and drive measurable business impact.

#### KEY SKILLS

#DesignOps

#AI

#Automation

#DesignSystems

### Product Design Strategy & Execution.

**SOLE PROPRIETORSHIP - FREELANCE**

Jul. 2016 → Present (Request-based)



Merges hands-on product design execution with strategic DesignOps leadership to build scalable, white-label design systems, upskill cross-functional teams, and architect automated, AI-driven software delivery pipelines. Expert in translating complex user needs into seamless SaaS workflows, establishing a single source of truth across product and engineering, and leading agile program delivery to accelerate build times and drive measurable business impact.

#### KEY SKILLS

#ProductDesign

#UXUIDesign

#SystemsDesign

#ClientManagement

### Director Of Product Design.

**VETSTER INC.**

May 2022 → Jan. 2024 • 1 yr 7 mos. (Full-time)



Directed design strategy, team operations, and hands-on system execution for a leading global PetTech marketplace, managing a multi-disciplinary team of nine. Architected and deployed an automated design system—integrating scalable Figma libraries, custom AI plug-ins, Chromatic, and Storybook—realizing a 66% engineering build-time efficiency gain. Spearheaded platform-wide UX/UI rebuild and rebrand initiatives based on comprehensive user research, achieving a 19% user retention increase and a 12% boost in task completion.

#### KEY SKILLS

#TeamManagement

#AI

#InformationArchitecture

#AppRedesign

### Sr. Product Design Lead.

**ZAYZOOM INC.**

Jan. 2022 → May 2022 • 6 mos. • (Full-time)



Managed hands-on UX/UI execution and strategic collaboration with non-delivery teams to deliver context-aware, user-centric fintech solutions. Optimized critical payout workflows to reduce time-to-goal by 10 seconds and boosted first-time user discovery by 22%. Partnered closely with product managers to align product updates with user engagement and seamless, low-friction digital journeys.

#### KEY SKILLS

#UserResearch

#Branding

#DesignStrategy

#UIDesign

## Sr. Product Designer, Documents.

CLIO LLP.

Feb. 2021 → Jan. 2022 · 1 yr · (Full-time)



Executed a large-scale, high-impact research project evaluating the Clio Documents product line to define strategic product roadmaps for Mid-Market firms. Mentored junior designers while optimizing document workflows to reduce user task completion times by 49.7% and secure a 22.3% user adoption increase. Spearheaded the integration of the internal design system to achieve 74.4% adoption across all new product features, presenting next-gen features directly to over 42,000 legal professionals at ClioCon.

### KEY SKILLS

#UserResearch

#FeatureImprovements

#OSDesign

#StakeholderManagement

## Manager, Product Design.

TRIBALSCALE INC.

Aug. 2019 → Feb. 2021 · 1 yr 8 mos. · (Full-time)



Led DesignOps and a cross-functional team of four to optimize software delivery, successfully boosting average client App Store ratings by 1.2 points.

## Sr. Product Designer, Payments.

WAVE INC.

Sep. 2017 → Aug. 2019 · 2 yrs · (Full-time)



**Previously:** Product Designer, Accounting.

Spearheaded the design of Wave's "Instant Payouts" feature to process over \$1M in its first month while establishing the company's foundational user research practice.

## Product Design Lead, User Research.

TOUCBHBISTRO INC.

Feb. 2017 → Sep. 2017 · 8 Mos. · (Full-time)



**Previously:** UX/UI Designer.

Architected core POS workflows and a reusable UI library that accelerated design iteration times by 16% and cut customer in-app errors by 7%.

## Product Designer, Payments (2015).

FRESHBOOKS (2ND SITE INC.)

Feb. 2013 → Feb. 2017 · 4 yrs 1 mos. · (Full-time)



**Previously:** Product Designer, Research Lead (2013). Technical Support Specialist (2013).

Established foundational ResearchOps and designed web/mobile component libraries that successfully reduced payment usability support tickets by over 12%.

## EDUCATION

OCAD UNIVERSITY

2013 → 2014 · Certificate

Digital Media Skills & User Experience Design

THE UNIVERSITY OF LIVERPOOL

2010 · Bachelor of Arts

Film & Communication Studies

## SKILLS

#ProductThinking

#BusinessLiteracy

#AIOperations

#WorkflowAutomation

#AgileDelivery

#DesignSystems

#DesignOps

#AIPipelines

#SystemsThinking

#Crossfunctional

#DesignLeadership