

Susanna Smith

Principal Product Designer

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PROFESSIONAL SUMMARY

Principal Product Designer specializing in B2B SaaS, enterprise platforms, AI-powered products, and complex web and mobile applications. Experienced in 0-to-1 product design, product discovery, customer research, rapid prototyping, and validating solutions against user and business needs. Skilled at turning ambiguous problems into testable concepts, using research and prototypes to uncover insights, and partnering with product, engineering, executives, and customers to shape product strategy. Experienced using AI-assisted tools to accelerate design, prototyping, and product discovery.

WORK EXPERIENCE

Principal Product Designer | Momentum IoT, Remote

June 2020 - February 2026

- Owned end-to-end product design as the sole product designer for a B2B SaaS fleet management platform used by 2,200+ customers to manage 18,000+ vehicles and equipment across web, iOS, and Android.
- Redesigned the core web application and designed 2 mobile applications from the ground up using UX research, workflow analysis, prototyping, and iterative validation. This simplified complex fleet management processes, reduced support tickets by 20%, and contributed to customer retention above 98%.
- Led product discovery across complex fleet management workflows, partnering with customers, founders, executives, product managers, engineers, and customer success to identify problems, evaluate opportunities, define priorities, and shape product strategy.
- Conducted customer interviews, usability testing, workflow analysis, and prototype testing to uncover user needs, validate concepts, and inform product direction.
- Led UX design for AI-powered dashcam capabilities, a significant product release that contributed to customer retention and new business opportunities.
- Created scalable design systems and UX standards across web, iOS, and Android, improving design consistency and reducing development time by nearly 50%.

Product Design Manager | FiveSixTwo, Long Beach, CA

March 2019 - May 2020

- Managed and mentored a team of two product designers, owning hiring, performance reviews, and career growth.
- Led product design across SaaS products, enterprise platforms, and consumer web and mobile applications, balancing hands-on design work with team leadership.
- Established UX processes, design standards, and reusable design systems that improved consistency and team efficiency across client engagements.
- Partnered with clients, product managers, and engineers to align business objectives, user needs, and product strategy throughout the design process.

Lead Product Designer | Veritone, Inc., Costa Mesa, CA

October 2015 - March 2019

- Designed AI-powered search experiences, investigative workflows, dashboards, and data visualizations for enterprise, media, and public safety platforms used by non-technical users.
- Conducted customer interviews, usability testing, and discovery research to identify user needs, validate solutions, and shape product direction.

- Evolved design systems, UI standards, and reusable component libraries to improve consistency and scalability across multiple products.
- Partnered with executives, product managers, and engineers to understand business needs, shape platform direction, and deliver scalable user experiences across an enterprise product suite.

UI / UX Designer | Extron, Anaheim, CA

November 2010 - October 2015

- Designed desktop, web, and touch panel interfaces for enterprise audiovisual control systems, hardware configuration tools, and device management applications.
- Redesigned legacy hardware-based workflows by translating complex configuration and control processes into intuitive software experiences.
- Standardized UI patterns and component libraries across multiple product lines, reducing design inconsistency and rework for engineering.
- Collaborated with product managers, engineers, and stakeholders throughout the design and development lifecycle.

CORE SKILLS

Product Design (0-to-1 & Platform Scale) • Product Strategy • Systems Thinking • Product Discovery • Design Leadership • Platform Design (Web, iOS, Android) • B2B SaaS • Enterprise Software • AI-Powered Products • AI-Assisted Design Workflows • Data Visualization • UX Research • Customer Interviews • Usability Testing • Prototype Testing • Rapid Prototyping • Information Architecture • Interaction Design • User Flows • Visual Design • UI Design • Design Systems • Accessibility (WCAG) • Cross-Functional Collaboration • Stakeholder Management • Agile/Scrum

TOOLS & TECHNOLOGIES

Figma • Figma Make • Claude • Cursor • ChatGPT • Miro • Hotjar • Jira • Sketch • Adobe Creative Cloud • HTML/CSS (working knowledge)

EDUCATION

B.A., Graphic Design, California State University, Northridge

A.A.S., Computer Information Systems, Southeastern Community College, NC