Susanna Smith

Lead Product Designer | B2B SaaS, Enterprise, AI-Powered, and Mobile Products

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Portfolio: susannasmith.com (Password: Smith2026)

SUMMARY

Lead Product Designer specializing in B2B SaaS, enterprise platforms, e-commerce, and AI-powered products across web and mobile. Experienced in 0-to-1 design, product discovery, simplifying complex workflows, and turning ambiguous problems into testable concepts through user research and rapid prototyping. I influence product strategy through close partnership with product, engineering, executives, and customers, and use AI tools to accelerate design from discovery to delivery.

EXPERIENCE

Lead Product Designer
June 2020 - February 2026

Momentum IoT | *Remote*

- Owned end-to-end product design as the sole designer for a B2B SaaS IoT fleet management platform across web, iOS, and Android, used by 2,200+ customers to manage 18,000+ vehicles and equipment.
- Redesigned and simplified high-volume operational workflows across the core platform, reducing manual effort for fleet managers, cutting support tickets by 20%, and contributing to 98%+ retention.
- Designed 2 mobile applications from the ground up, including onboarding, leading workflow analysis, research, prototyping, and iterative validation.
- Led UX design for AI-powered dash cam capabilities, a major product release that supported customer retention and opened new business opportunities.
- Established a scalable design system and UX standards across web, iOS, and Android, improving design consistency and cutting development time by nearly 50%.
- Redesigned core marketing, product, and pricing pages, along with end-to-end checkout and free trial signup flows. Collaborated cross-functionally to improve usability and navigation throughout the customer journey, from product discovery and evaluation to purchase.

Product Design Manager
March 2019 - May 2020

FiveSixTwo | *Long Beach, CA*

- Managed and mentored 2 product designers at a software design agency, owning hiring, performance reviews, and career growth while staying hands-on designing SaaS, enterprise, and mobile products.
- Led the design team across projects, working closely with clients, product managers, and engineers to align business objectives, user needs, and product strategy.
- Established UX processes, design standards, and reusable design systems, improving consistency and team efficiency across the agency.

Lead Product Designer
October 2015 - March 2019

Veritone, Inc. | *Costa Mesa, CA*

- Designed universal AI-powered search used across the entire product suite, as well as new applications with investigative workflows, dashboards, and data visualizations for enterprise, media, and public safety customers and internal teams.

- Simplified a complex AI platform into clear, intuitive experiences, redesigning core workflows so non-technical users could find and act on information quickly.
- Led discovery research, customer interviews, and usability testing, partnering with executives, product managers, and engineers to shape product direction across an enterprise product suite.
- Evolved design systems and reusable component libraries to scale consistency across multiple products.

UI/UX Designer November 2010 - October 2015

Extron | Anaheim, CA

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

SKILLS

Design: Product Design (0-to-1 and Platform Scale), Interaction Design, Information Architecture, Design Systems, Data Visualization, Rapid Prototyping, User Flows, Web and Mobile (iOS, Android), Accessibility (WCAG), UI Design, Visual Design

Research: UX Research, User Interviews, Usability Testing, Prototype Testing, Workflow Analysis

Strategy: Product Strategy, Product Discovery, Systems Thinking

Leadership: Design Leadership, Mentorship, Cross-Functional Collaboration, Stakeholder Management

AI: AI-Powered Product Design, AI Integration into User Experience, AI-Driven Workflow Design, AI-Assisted Design and Prototyping

Tools and Technologies: Figma, Figma Make, Claude, Claude Design, ChatGPT, Cursor, Miro, Hotjar, Jira, Agile/Scrum, 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