Lesley Piercefield

Senior Product Designer

lpiercefield@icloud.com ● (310) 713-6358 ● lesleyps.github.io

PROFILE

Dedicated Senior Product Designer with 10+ years experience. Expert in AI workflows, data visualization, and scalable design systems. Focused on transforming complex technical needs into intuitive user experiences.

CORE STACK

- **AI & Automation:** AI Workflow Architectures, Prompt Engineering, Smart UI

- **Design Systems:** Figma Expert, Design Tokens, Component Libraries

- **Product Strategy:** Data-Informed Design, A/B Testing, Lean UX

PROFESSIONAL EXPERIENCE

Magnitude Pro   **Present**
Lead Product Designer
- Leading design for automated AI workflows and market data tools.

- Creating charting interfaces for high-frequency data streams.

- Partnering with engineering to simplify AI-guided onboarding.

Clicktripz   **2017 – 2024**
Senior Product Designer
- Launched "Envoy," a global B2B AI chat interface for travel.

- Managed a token-based Figma system to align design and code.

- Used A/B testing to drive revenue growth across media products.

Sony Crackle   **2016 – 2017**
UX/UI Designer
- Designed streaming experiences for Roku, Xbox, and Smart TVs.

- Boosted user acquisition by 15% through navigation redesigns.

Mylife.com   **2012 – 2016**
UX/UI Designer
- Optimized high-traffic registration funnels to increase conversion.

- Visualized complex personal data reports for better accessibility.

EDUCATION

UCLA Extension   **Certificate**
Design Communication Arts Program

American InterContinental University   **B.F.A.**
Fashion Marketing & Design