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# ROB PITT

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## SUMMARY

Systems-minded product designer / embedded service designer who fixes operational pain, makes complex software feel obvious, and ships the connective tissue that helps teams deliver with less chaos. 20+ years across cybersecurity, fintech, ecommerce, and platform work.

## FOCUS

Service & systems design · Product design · Workflow repair · Design systems · Research & facilitation · Cross-functional alignment · Design ops · Prototyping · Platform UX · Operational UX

## EXPERIENCE

### DEFENDIFY — PRINCIPAL PRODUCT DESIGNER, EMBEDDED SERVICE DESIGN · MAR 2022–PRESENT

- Moved reporting from static PDFs into an in-app visualization experience; increased engagement by **238%** and supported ARR growth (**\$2M → \$4M**).
- Diagnosed gaps between security teams' needs and product delivery; redesigned workflows so reporting and monitoring felt clear and trustworthy.
- Added process + quality practices to reduce rework and stabilize delivery in a low-maturity environment.

### TD BANK — SR PRODUCT DESIGN MANAGER / UX DESIGN MANAGER · MAR 2019–MAR 2022

- Led design across credit cards + payments/money movement; aligned teams building overlapping solutions into a coherent experience.
- Negotiated shared funding and facilitated cross-org research to validate a unified direction.
- Managed and developed distributed designers/researchers/writers; improved delivery consistency through remote sprint and workshop practices.

### VET'S FIRST CHOICE / COVETRUS — PRODUCT DESIGN LEAD · SEP 2017–MAR 2019

- Established a unified design system spanning B2C (pet owners) and B2B (veterinarians).
- Introduced lean UX workflows and cross-functional operating patterns; accelerated delivery by **25%**.
- Helped build early design operations so teams could scale without re-litigating fundamentals.

### CASHSTAR — PRINCIPAL UX DESIGNER · MAY 2014–SEP 2017

- Led design for a digital gifting platform serving major retail brands; improved clarity and completion in high-stakes transactional flows.
- Platform supported **\$300M** in annual transactions across the client portfolio.
- Co-created an e-gifting platform with Nordstrom; launch secured **\$100k** in sales in the first 5 days and created a new revenue stream.
- Led structured root-cause analysis during a **reported 60–80%** drop in gift card sales.

### CIEE — SENIOR UI/UX DESIGNER · DEC 2012–MAY 2014

- Shipped multiple responsive sites under tight deadlines; raised consistency and clarity across programs and audiences.

### L.L.BEAN — UI/UX DESIGNER · NOV 2010–DEC 2012

- Designed marketing + web experiences inside a large organization; contributed interaction/UI craft and improved digital storytelling.

### TWENTY3X ART & DESIGN — FOUNDER · JAN 2005–MAY 2016 (OVERLAPPING)

- Ran a small digital studio for 50+ clients; owned delivery end-to-end (design, build coordination, client trust).

## EDUCATION

BFA, Maine College of Art & Design

## CERTIFICATIONS

IDEO U (Advanced Design Thinking, Business Innovation) · HCI (Stanford/Course)

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