

# SHALOM ORMSBY

Design Leader Turning Bold Ideas into Human-Centered Products that Scale

## LEADERSHIP EXPERIENCE

Apr 2025 – present **Founder | [CreativePowerup.com](#)**

- Built a thriving community of purpose-driven creators transforming bold ideas into thriving, real-world products
- Built a creative framework that fuses Silicon Valley-proven design practices with AI-assisted workflows with community support

Apr 2024 – Apr 2025 **Head of Design | [Joinable.us](#)**

- Led the product-led growth and design strategy of a social app that strengthens friendships through joyful digital connections.

Mar 2022 – Apr 2024 **VP of Design | SetSail**

- Co-led AI pivot; redefined product vision & roadmap w/ CPO
- Partnered with CMO on bold PLG push to boost growth
- Built Figma-React design sys, cut front-end dev time >50%
- Strengthened UX via rapid testing, feedback loops & iteration
- Unified CS, GTM, Data & Engineering to accelerate delivery and scale product impact.

Oct 2019 – Jan 2022 **Principal Experience Designer | [arm.com](#)**

- Led design for \$1B+ R&D initiative across IoT, ML, & Edge; shipped prototypes that won enterprise acquisition attempts
- Drove customer research (generative + evaluative) to shape high-impact, user-centered solutions
- Co-created a unified, dev-friendly Figma-to-React design system, replacing fragmented UX patterns to boost prod dev

Jan 2019 – Aug 2019 **Head of Design | [bud.com](#)**

- Drove customer-centric product strategy with CPO & CEO
- Built and scaled a 10-person product team aligned with exec. vision
- Led the redesign of e-commerce site, boosting sales by ~75%

Mar 2018 – Jan 2019 **Lead Design Instructor | General Assembly, San Francisco**

- Taught 3 successful intensive UX Design cohorts resulting in 74 graduates, >30% of whom landed UX roles in < 6 months
- Skills taught include: User Research, Usability Testing, Design Strategy, UI Design, IxD, Personas, Visual Design, Heuristic Evaluation, IA, Wireframing, Prototyping, Mobile App Design

Feb 2014 – Jan 2018 **Principal UX Designer | Autodesk**

- Led 0→1 product design for Autodesk's pro 3D printer, from early research through successful launch
- Enabled product-market fit by identifying unmet needs via deep customer research, iteration, & tight feedback loops
- Drove prod. strategy as *Customer Champions* team leader
- Co-led LUMA, the Human-Centered Design community in SF

## IMPACT SNAPSHOT

11+ years leading cross-functional teams to scale AI, IoT, & commerce products across B2B & consumer markets.

## DESIGN CAPABILITIES

Human-Centred Design  
Design Team Leadership  
Cross-Functional Collaboration  
Product Design Strategy  
Lean DesignOps  
AI + UX Strategy  
Mentorship & Team Building  
User Research & Usability  
Design Systems Architecture  
Interaction Design (IxD)  
Accessibility Design (A11y)  
Rapid Prototyping

## TOOLBOX

### Design & Prototyping:

- Figma
- Adobe CC

### Design System Development:

- Storybook
- Chromatic
- GitHub

### Workflow & Collaboration:

- Jira
- Shortcut
- Confluence
- Notion

## EDUCATION

BA – Philosophy, Art  
Haverford College, PA

Cofounded the *Environmental House* cooperative