

SHALOMORMSBY

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-Centered 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

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Designing with ❤️ in California