Sonny Steele

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PROFESSIONAL SUMMARY

UX leader with extensive experience in building, mentoring, and scaling high-performing design teams across
AI platforms and machine learning applications. Empathetic leader fostering a culture of innovation, improving team velocity by 60%+, and enhancing individual skill development in emerging AI design methodologies. Adept at handling complex team dynamics, guiding designers through the evolving landscape of human-AI interaction design, providing clear career growth paths in AI/ML interface specialization, and ensuring alignment across engineering, data science, product management, and executive leadership. Deeply engaged in hands-on AI platform design, leveraging behavioral data, user research, and ML-driven analytics to craft intuitive experiences for complex enterprise AI systems. Expert in translating cutting-edge AI capabilities into user-friendly interfaces using behavioral data and predictive analytics to drive strategic UX decisions, optimize AI model performance, and increase platform adoption rates by 35%+. Skilled in transforming raw user insights and ML model outputs into actionable business strategies that enhance AI-powered customer experiences and drive measurable business outcomes. Championing cross-functional collaboration between design, engineering, and data science teams to break down silos between technical AI development and user experience while ensuring UX principles guide ethical AI implementation as a key driver of business success in the rapidly evolving AI landscape.

ACCOMPLISHMENTS

Enterprise Design Systems Management

- Architected and scaled design systems across 3 major platforms (Wayfair, Kasisto, FCP Euro)
- Established governance models, contribution guidelines, and version control processes
- Achieved 40% reduction in design debt and 3x improvement in cross-team collaboration
- Managed design tokens, component libraries, and pattern documentation serving 20+ product teams

AI Design / Development Tools:
Figma AI, Banani.co, ChatGPT/GPT-4, Claude, Midjourney, Adobe Firefly **Figma**

AI Plugins:
Magician, UX Pilot, Automator, MagiCopy, QoQo, Autoname

AI Research & Analysis: Perplexity, Notion AI, Full Story

Core Design & Development:
Figma, Adobe Creative Suite, HTML/CSS, Design Systems, Sketch, Adobe, Logo Diffusion **AI/ML**

Specializations:
Conversational AI UX, ML Dashboard Design, Human-AI Interaction, AI Ethics in Design, Workflows

Leadership & Strategy:

• 50% Faster Ideation • 40% Increased Design Efficiency • 15+ AI Tools Mastered Pioneering AI-accelerated design methodologies that transform traditional workflow

Design Leadership, Team Scaling, Product Strategy, Stakeholder Management, Cross Functional Teams, Communication

KEY PROJECTS & ACHIEVEMENTS

Ottermon AI Monitoring Platform

• Designed AI-powered system monitoring dashboard as simplified DataDog alternative
• Implemented visual-first design enabling 3-click issue resolution
• Created intelligent alerting system with ML-powered anomaly detection interfaces
• Achieved 60% reduction in time-to-resolution for system administrators

Kasisto AI Conversation Platform

• Led design of enterprise conversational AI platform serving 50M+ customer interactions
• Created ML model training interfaces that reduced setup time from weeks to hours
• Designed real-time analytics dashboards for AI performance monitoring
• Established design patterns for human-AI collaboration in enterprise environments

HealthKarma AI Decision Platform

• Designed AI-driven healthcare cost prediction and optimization platform
• Created family health scoring algorithms with intuitive visualization
• Developed insurance matching system using ML recommendations
• Achieved 40% improvement in healthcare decision-making speed for users

SKILLS

AI/ML Interface Design & Strategy

Design Systems & Component Libraries, Conversational AI UX

Enterprise Software & B2B Platform Design

UX Leadership & Team Development

User Research & Data-Driven Decision Making

ChatGPT/GPT-4, Claude, Midjourney, Adobe Firefly, Perplexity

Prototyping, User research, Design thinking, UX design, Wireframing, Visual design, Adobe creative suite, Figma AI, Sketch

Journey mapping, Interaction design, User experience testing, Mobile design, A and B testing, Responsive design, Heuristic evaluation, Information architecture

User data collection, UX performance analysis, Active listening

WORK HISTORY

HEAD OF UX DESIGN - AI PLATFORMS | FREELANCE |
01/2025 07/2025

Kasisto – New York, Ny

Company Overview: Enterprise conversational AI platform serving Fortune 500 financial institutions with 50M+ monthly interactions

• Designed intuitive ML model training interfaces that reduced setup complexity from 3 weeks to 2 days, enabling non-technical users to configure AI assistants independently
• Created real-time conversation analytics dashboards with predictive insights, helping clients identify trends and optimize AI performance across 200+ use cases
• Established design patterns for human-AI collaboration that became company-wide standards, adopted across 8 product lines
• Mentored 3 junior designers on AI/ML interface design principles and user research methodologies

- Enterprise conversational AI platform serving Fortune 500 financial institutions with 50M+ monthly interactions
- Reduced customer onboarding time by 60% through streamlined AI configuration workflows
- Increased platform adoption rate by 30% with redesigned conversation management interface
- Led cross-functional team of 12 (designers, engineers, data scientists) on core platform redesign

LEAD UX DESIGNER | PART TIME FREELANCE | AI MONITORING PLATFORM - STARTUP | 01/2023 to 01/2025
Ottermon AI - Boston, MA

Company Overview: Next-generation AI-powered infrastructure monitoring platform competing with DataDog and New Relic.
- Designed comprehensive monitoring dashboard that transformed complex system data into actionable insights, reducing mean time to actionable resolutions by 50%
- Created AI-powered anomaly detection interfaces with predictive alerting, preventing 92% of potential system failures before impact
- Developed scalable design system supporting 15 different infrastructure monitoring modules with consistent user experience
- Collaborated with ML engineering team to design model training interfaces for custom anomaly detection algorithms
- Conducted extensive user research with DevOps professionals to optimize workflow integration and reduce context switching
- Next-generation AI-powered infrastructure monitoring platform competing with DataDog and New Relic
- Achieved 3-click resolution for 50% of common system issues through visual-first interface design
- Reduced false positive alerts by 43% with improved ML confidence scoring and user feedback loops

SENIOR UX MANAGER - HEALTHCARE AI | FULL TIME – REMOTE | 01/2022 to 01/2024
Healthcare.com | HealthKarma – Miama, Fl

Company Overview: AI-powered healthcare decision support platform combining cost prediction, benefit optimization, and family health scoring to simplify complex healthcare decisions for consumers and enterprise health plans.

- **Healthcare AI Decision Support:** Designed comprehensive platform combining cost tracking, benefit optimization, and AI-driven health scoring for families, creating unified interface that transformed complex healthcare data into actionable family health insights
- **Predictive Analytics UX:** Created interfaces for AI-powered healthcare recommendations and cost predictions, enabling users to forecast medical expenses and optimize insurance benefits through ML-driven analysis, resulting in 40% improvement in healthcare decisionmaking speed
- **Data Visualization:** Developed complex healthcare data dashboards with ML-driven insights and trend analysis, transforming raw health metrics into intuitive family health scoring algorithms with clear visualizations for preventive care planning
- **Clinical Workflow Integration:** Designed AI interfaces that respect medical professional workflows while providing decision support, ensuring seamless integration with existing healthcare provider systems and maintaining clinical data integrity
- **Insurance Optimization Engine:** Developed ML-powered insurance matching system that analyzed family health profiles, usage patterns, and cost predictions to recommend optimal coverage plans, reducing average annual healthcare costs by 25% for users
- **Behavioral Health Analytics:** Created predictive health scoring interfaces that identified potential health risks and recommended preventive measures, improving user engagement with preventive care by 35% through personalized insights

- **Collaborative Care Coordination:** Designed family health management interfaces enabling multiple family members to contribute health data while maintaining privacy controls and enabling coordinated care decisions across family units
- **Regulatory Compliance UX:** Ensured all AI-driven health interfaces met HIPAA compliance standards while maintaining intuitive user experience, successfully passing security audits and enabling enterprise health plan adoption
- **User Research & Testing:** Conducted extensive usability testing with families, healthcare providers, and insurance professionals to validate AI recommendation accuracy and interface effectiveness across diverse user groups
- **Cross-functional Leadership:** Led collaboration between clinical advisory board, data science team, and engineering to ensure AI model outputs translated into meaningful user experiences while maintaining medical accuracy and ethical AI implementation

LEAD UX DESIGNER | PART TIME FREELANCE REMOTE | STARTUP
01/2022 to 01/2024
Bravemind VR - Boston, Ma

Company Overview: Startup VR therapy platform using AI-adaptive treatment protocols for anxiety and PTSD treatment
- Designed compassionate VR exposure therapy interfaces balancing clinical effectiveness with patient comfort, targeting higher success in treatment completion rates
- Created AI-adaptive treatment progression system that personalized exposure levels based on real-time biometric feedback and treatment response
- Developed therapist-facing dashboard for session monitoring and AI-assisted treatment customization, reducing session preparation time by 60%
- Collaborated with clinical psychologists and ML researchers to ensure therapeutic efficacy while maintaining intuitive user experience
- Conducted extensive user testing with patients and healthcare professionals to optimize accessibility and clinical workflow integration
- VR therapy platform using AI-adaptive treatment protocols for anxiety and PTSD treatment
- Improving patient engagement scores through empathetic interface design and dynamic treatment models
- Reduced therapist onboarding time by 45% with intuitive clinical dashboard
- Achieved FDA breakthrough device designation support through human-centered design documentation

SENIOR UX DIRECTOR | FULL TIME |
06/2021 to 06/2023
FCP Euro – Old Saybrook, Ct

Company Overview: FCP Euro is a leading online retailer of genuine and performance parts for European vehicles (BMW, Volvo, Audi, VW, Mercedes, Porsche). With 350,000+ SKUs and a passionate DIY customer base, they provide comprehensive automotive solutions through their e-commerce platform, educational content, and lifetime replacement guarantee. The company focuses on building strong customer relationships by supporting enthusiasts through complex vehicle repairs and modifications with expert guidance and seamless omnichannel experiences.
- Identify existing user interface elements across FCP Euro that require improvement.
- Create and manage the UX team, process, and strategy.
- Communicate and present ideas, ideology, process, planning, and strategy to executive teams.
- Achieved a 5% increase in conversion rates at FCP within 3 months, aiming to raise the overall revenue per year to 6 million.

- Decreased call center inquiries related to shipping, returns, information, and incorrect shipping details by 45%.
- Establish a strategy and utilize call center data to track current UI issues related to customer concerns.
- Collaborate with development teams to understand capacity and velocity, ensuring increased efficiency and meeting the development team's needs.

FOUNDER & DESIGN CONSULTANT | FREELANCE |
01/2021 to 01/2023
Steele Infusion PM Services – Oceanside, CA

Company Overview: Product management and UX consulting specializing in healthcare technology and AIpowered platforms. This is my fathers business. I help out with the technical and design of his site, software, market, seo optimization and creation of the S-corp.
- Founded and started consultancy services that maintain medical device and provide preventative maintenance services that now generates $340K revenue per year
- Designed complete infusion pump interface system ensuring FDA compliance and user safety standards, contributing to successful 510(k) submission
- Reduced medical device testing time by 30% through human factors engineering and integration into device OS for required report generation for clients

SENIOR UX DESIGN MANAGER | FULL TIME |
06/2019 to 06/2021
Wayfair - "Castle-Gate"- Boston MA

Company Overview: E-commerce platform specializing in home goods with complex logistics operations including ocean freight, drayage, and last mile shipping of furniture and home products.
Senior UX Design Manager providing guidance, strategy, process, and design to Wayfair's supply chain teams. Responsibilities include managing a team of five which includes UX Designers, Content Writers, and PMs. Clearly define the strategy and process in which we work and create deliverables that will increase the usability and profit margins of the Castlegate Product.

Activities:

Reduced time on task for customer success managers by 18 hours per week by adjusting the information architecture a supplier used to enter products.

Lead the team and helped to design the system for logistics shipping and product input that reduced new supplier onboarding and reduced our internal teams (which consisted of product owners and customer success managers) time with clients and products entry by 8 hours (average time.) per day overall across thousands of suppliers. This resulted in 16 million in realized/saved revenue for Wayfair.

- Create, conceptualize, and refine wireframes, navigation models, and interaction models.
- Design and create high-fidelity comps as well as review teams work
- Oversight of Design and Implementation of teams and cross pollination of other UX teams
- Create and refine UX process for our teams and external teams
- Interviews of potential candidates and heavily involved in the hiring process
- Define the strategy and global vision of the Castlegate system along with senior leaders and executives
- Scheduled and lead design critiques and managed partners involved in Castlegate and connected applications
- Onboarding new team members and strategy of assignments for new hires based on skillsets
- Reporting to Stakeholders the current status of designs, projects and deadlines for multiple teams working within our team
- Managing our internal partners, stakeholders and developer communications

- Planning, strategy, structure, roadmaps and overall planning of products
- Managed and provided guidance for underperforming employees and successfully guided 2 off of a PIP.

SKILLS & EXPERTISE

Figma, Sketch, Adobe Creative Suites, AI, ChatGPT/GPT-4, Claude, Midjourney, Adobe Firefly, Perplexity, Notion AI, ML Dashboard Design, Conversational AI UX, Predictive Analytics Interfaces, AI Ethics in Design, HTML/CSS, Design Systems, Prototyping, Responsive Design, Native Apps, Websites, Software Design, Startups,

LEADERSHIP AND MENTORSHIP

- Built and led design teams ranging from 3-8 designers across multiple organizations
- Mentored 15+ junior and mid-level designers on AI interface design, user research, and career development
- Established design operations and processes at 4 companies, improving design-to-development handoff by average of 60%
- Regular speaker at UX conferences on AI design ethics and human-AI interaction patterns
- Active contributor to design community through design system documentation and open-source AI design resources

PORTFOLIO

https://Sonny-Steele.com/index.html