

# Randy Ritprasert

Product Designer

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## SUMMARY

Product designer with 10+ years of experience across SaaS, B2B, and AI. I integrate AI into my design process to accelerate solutions and reduce development cycles. I work independently, ship with minimal ramp-up, and have led and mentored design teams of up to 12 designers. Proven track record of driving measurable business outcomes through user-centered design.

## EXPERIENCE

### Staff Product Designer

*Cloud Theory | Grand Rapids, MI (Remote) | July 2025 - February 2026*

- Designed AI-generated dashboard summaries that reduced average reporting review time by 40%, enabling faster at-a-glance decision-making for 500+ active users
- Conducted 15+ user research sessions and usability tests, achieving a 92% task completion rate that validated design direction and guided product roadmap
- Improved design system token coverage by 35%, accelerating component adoption across 3 engineering squads and reducing design-to-dev handoff time by 25%
- Leveraged AI tools (Subframe, Cursor, Figma Make, Claude, ChatGPT) to cut prototyping cycles from 2 weeks to 3 days

### Senior Product Design Manager

*FloQast | Los Angeles, CA (Remote) | July 2024 - March 2025*

- Led the design systems team of 8 (including a design manager and ICs), shipping 30+ component updates that improved design consistency across 5 product areas
- Secured a \$300K customer deal by designing an automated XBRL tagging solution tailored to client needs, directly contributing to quarterly revenue targets
- Partnered cross-functionally with product, engineering, and stakeholders to align design goals across a roadmap serving 2,000+ enterprise users
- Facilitated 10+ design sprints and stakeholder workshops, reducing time-to-decision by 50% and prioritizing 15 high-impact feature initiatives

### Product Design Manager

*FloQast | Los Angeles, CA (Remote) | May 2022 - July 2024*

- Managed a design systems team of 6 and supported 6 individual contributors across product design, maintaining a 95% on-time delivery rate for design milestones
- Created and standardized design process documentation that reduced new designer onboarding time from 4 weeks to 2 weeks
- Introduced Zeroheight and integrated it with Storybook, increasing design-engineering alignment and reducing component discrepancies by 60%
- Scaled the design team from 4 to 12 designers over 2 years while maintaining team engagement scores above 4.5/5

### Senior Product Designer

*FloQast | Los Angeles, CA (Remote) | November 2021 - May 2022*

- Led end-to-end design for FloQast's Reporting product from concept through production launch, delivering on a 12-week timeline and supporting 1,500+ users at launch
- Mentored 3 junior designers through weekly 1:1s and design critiques, with 2 receiving promotions within 12 months

## Founding Product Designer

Azibo | Redwood City, CA (Hybrid) | May 2020 - October 2021

- Led 0→1 product design for a real estate portfolio management platform, helping grow the user base from 0 to 5,000+ property managers in the first year
- Built the design system from the ground up (80+ components), establishing core navigation, information architecture, and site structure that supported a 3x feature expansion
- Collaborated directly with CEO and CTO to define product strategy, contributing to a successful \$10M Series A funding round

## Product Designer III

Intuit QuickBooks | Mountain View, CA (On Site) | December 2019 - April 2020

- Designed and delivered a B2B/B2C payroll platform supporting virtual HR workflows for 100K+ small business users
- Simplified the hiring experience by streamlining document discovery, reducing task completion time by 30% and decreasing user drop-off by 18%

## Product Designer

Cisco Systems | San Jose, CA (On Site) | October 2018 - December 2019

- Conducted in-person research with enterprise customers (Tesla, Bush Brothers) across 8 site visits, uncovering 12 critical pain points in IoT workflows
- Redesigned and delivered a modernized IoT SaaS platform that contributed to a 20% reduction in IT incidents and improved user satisfaction scores by 25%

## Product Designer

NASA | Mountain View, CA (On Site) | December 2015 - October 2018

- Researched in-flight failures and critical incidents with 20+ pilots to identify opportunities for improved diagnostic systems, reducing incident analysis time by 35%
- Designed and shipped prototype interfaces for the Boeing 777 simulator, supporting 50+ pilot testing sessions and directly informing FAA safety recommendations

## SKILLS

User Research, User Experience, User Centered Design, Cross-Functional Collaboration, Startup Experience, Founding Designer, Usability Testing, A/B Testing, Wireframing, Prototyping, User Interface Design, Visual Design, Data Visualization, Design Systems, Leadership, Mentoring, Communication, AI/LLM Integration, Team Management, Team Scaling

## TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Jira, Confluence, Zeroheight, Storybook, Framer, Lovable AI, Sketch, Claude, Subframe, Cursor

## EDUCATION

### Bachelor of Science, Industrial Design

San Jose State University, San Jose, CA | August 2013 - May 2017

### Associate of Arts, Liberal Arts

De Anza College, Cupertino, CA | August 2009 - May 2013