

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