

# Aayla Anderson

[LinkedIn](#) | [Portfolio](#) • Austin, TX

## Staff Product Designer

*Staff product designer with 9+ years of experience crafting accessible, scalable solutions for B2B SaaS products.*

Expertise in the full product design lifecycle from research and strategy to AI prototyping and high-fidelity UI design, with deep specialization in design systems. Integrates AI across the design workflow and builds design systems structured for AI-assisted practices. Proven ability to partner cross-functionally with engineers, PMs, and stakeholders to align product decisions with user needs and mentor designers to improve quality and delivery. Committed to continuous learning, fostering innovation, and increasing scalability in fast-paced environments.

## Areas of Expertise

- End-to-End Product Design
- AI-Assisted Design Workflows
- Prototyping & Wireframing
- Agile & Lean UX Methodologies
- UX Research & Usability Testing
- Information Architecture
- Cross-Functional Collaboration
- Product Design for B2B SaaS
- User Experience Strategy
- Accessibility & WCAG Compliance
- Design Systems & UI Frameworks
- Team Development & Mentorship

## Professional Experience

### Staff Product Designer, Pulley, Remote

Dec 2025 – Present

Design complex, compliance-sensitive workflows for an equity management platform. Lead the design and rollout of a net-new design system, and architect the system to be consumable by both humans and AI tools for code generation. Integrate AI systems across all aspects of the design process, and mentor other designers on AI adoption and best practices. Partner across functions to influence product strategy and improve quality while delivering quickly.

- Designing core equity workflows across cap table management, financial reporting, and performance-based awards, turning compliance-heavy financial logic into interfaces non-experts can use with confidence.
- Leading the creation of a unified design system, architecting it to be AI-ready through structured tokens, component metadata, and machine-readable documentation.
- Building an AI-assisted design workflow spanning research, prototyping, product UI, copy, and interactions, and design QA to accelerate iteration, test viability of solutions early, and improve handoff and delivery.
- Using AI to build and share internal tools across multiple teams, automating manual work and scaling processes beyond my own role to lift team productivity and support company culture.

### Staff UX Designer - Design System Owner, LogicMonitor, Remote

May 2024 – Dec 2025

Oversaw and evolved the design system, ensuring alignment with human-centered principles and business goals. Defined and documented design patterns, principles, and a contribution model to streamline adoption. Partnered with developers to implement design tokens and scalable UI components. Facilitated cross-functional collaboration to ensure consistency in UI patterns and front-end development. Led knowledge-sharing initiatives, training, and documentation to enhance team efficiency and contribution.

- Led full transition of all Figma components to MUI, accelerating system adoption and standardization.
- Launched documentation site, providing a centralized resource for designers and developers.
- Established roadmap, governance model, and design principles, fostering a scalable, maintainable system.
- Built system foundations, including an MVP component set, improving efficiency in product development.
- Drove cross-functional alignment across front-end teams, ensuring cohesive UI implementation.

### Senior Product Designer, Aurora Solar, Remote

June 2023 – January 2024

Led research, design, and delivery of innovative solutions for automating solar plan set creation. Translated complex 3D CAD solar designs into approval-ready architectural documents. Conducted user interviews, testing, and data analysis to develop comprehensive use cases and personas. Collaborated with product managers, engineers, and subject-matter experts to ensure usability, accuracy, and compliance with regional permitting requirements. Applied design-thinking methodologies in workshops and sprints to address complex challenges.

- Designed and launched three major features within six months, streamlining the permitting process.
- Developed research-driven personas, improving product alignment with user needs and pain points.
- Improved communication of insights through structured design sprints, influencing strategic decisions.

## Lead Product Designer, CircleCI, Remote

August 2022 — June 2023

Led the end-to-end redesign of CircleCI's developer documentation hub, unifying two sites into a single, cohesive resource. Defined information architecture and UX strategy for a documentation platform supporting 800+ pages. Conducted research, usability testing, and accessibility audits to optimize engagement and compliance. Mentored designers across product teams, providing guidance on best practices and design methodologies.

- Partnered with engineers to transition platform to new design system, improving usability and consistency.
- Supported the Director of Design in fostering strong remote design culture and evangelizing team processes.
- Increased documentation hub accessibility compliance by 20% (measured via Lighthouse and WCAG audits).
- Boosted engagement with key documentation pages by 30% post-redesign.

## Senior Product Designer, CircleCI, Remote

August 2021 — August 2022

Owned the design system, transitioning it from a Figma-only library to a fully coded MVP with 20+ reusable components. Established documentation, governance models, and contribution guidelines for the design system. Conducted user research, experiments, and testing to iterate on product design decisions. Partnered with engineers, PMs, and stakeholders to refine UI patterns and improve developer experience.

- Led implementation of CircleCI's design system, enhancing standardization and efficiency.
- Developed comprehensive documentation and contribution models, ensuring cross-team scalability.
- Introduced data visualization standards, improving clarity and usability for complex workflows.

## Senior Product Designer, Abstract, Remote

March 2021 — August 2021

Led design and implementation of in-product education for the launch of Abstract Notebooks, a brand-new product. Designed scalable, modular learning experiences to improve user onboarding and troubleshooting. Collaborated cross-functionally to define educational offerings and product strategy improvements.

- Learned technical writing in order to author and manage all help site documentation accurately and clearly.
- Completed full documentation for Abstract Notebooks within three months, improving self-service support.
- Established a scalable framework for in-product learning, enhancing user adoption and retention.

## Product Designer, Abstract, Remote

May 2020 — March 2021

Overhauled user education strategy, applying instructional design principles to improve effectiveness. Developed a comprehensive training program, including written resources and video tutorials. Managed multiple projects aimed at increasing NPS, reducing support tickets, and improving customer retention.

- Increased user satisfaction by 50% (measured via NPS and customer feedback).
- Saved the company 20+ hours per week in design team time by reducing manual user training needs.

## Design Advocate, Abstract, Remote

September 2019 — May 2020

Educated and onboarded 200+ design teams through live demos, conference presentations, and webinars. Conducted hands-on, customized workshops to deeply understand customer needs. Created educational content, including blog posts, social media guides, and documentation.

## UX Designer, Rapid7, Austin, TX

October 2018 — October 2019

Designed and implemented a self-serve license management solution, enhancing user control over product usage and subscriptions. Led design sprints to improve the usability, consistency, and scalability of Rapid7's design system. Conducted user research and testing to align design decisions with business goals and customer needs.

# Education

Certificate in Human-Computer Interaction (HCI), University of California, San Diego (via Coursera)

Master's Degree in Educational Psychology, University of Minnesota, Minneapolis, MN

Bachelor's Degree in French, University of Richmond, Richmond, VA

# Technical Skills

Design & Prototyping: Figma, Sketch, Claude Code, VS Code, Cursor, Vercel, Adobe Suite, Webflow

Collaboration: Linear, Atlassian Suite, Notion, Google Suite, Slack, Miro, ZeroHeight, Whiteboarding Tools

Development & Handoff: HTML & CSS (Basic), JavaScript (Learning), Design Token Implementation

User Research & Testing: Usability Testing, A/B Testing, Surveys, User Interviews