Rashan Casseus

Product Design Leader · Design Systems & AI Enablement

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Product design leader with 8+ years in B2B SaaS and B2C. I build design systems that scale, lead AI adoption in design teams, and take products from 0→1 to launch.

EXPERIENCE

Senior Product Designer, Design Systems & AI Enablement Lead · Seamless.AI

Mar. 2024 – Present

- Own design system strategy, architecture, and governance for 4 product teams.
- Lead AI adoption across the design org (Claude, Claude Code, ChatGPT, Gemini, Lovable), cutting prototyping time 50%.
- Designed 0→1 AI products with Product and Engineering, including AI call scripts and marketing content; now leading AI-written outbound email.
- Manage a freelance designer and run user testing for new features.

Senior Product Designer · Wistia

Mar. 2021 – Jan. 2024

- Led design of Wistia Live, a webinar platform for marketers, from 0→1 to launch, guiding 7 engineers and a PM. Now sold as a Business and Enterprise add-on.
- Helped create the product's first roadmap; introduced annotated design handoff, adopted by the whole design team.
- Led the move from Sketch to Figma; managed one designer and mentored another.

Product Designer · Catchafire

Dec. 2019 – Mar. 2021

- Diagnosed a 50% drop-off in volunteer applications and redesigned the flow; the new layout was adopted across all registration flows.
- Built the design system from scratch, improving consistency and speeding up production.

Senior UX Designer · W. W. Norton

May 2016 – Dec. 2019

- Hired and managed two designers; both went on to senior roles.
- Led the flagship e-commerce redesign with improved accessibility; the new site became a source of added revenue.
- Created the site's design system; ran user testing and stakeholder interviews.

Earlier: UX Designer, Evoke Health (2013–2016) · Interactive Designer, BoomBox (2010–2012)

IMPACT

4
Design systems built across four companies

50%
Less time to prototype with AI workflows

7
Engineers guided to launch Wistia Live

2
Designers hired who went on to senior roles

SKILLS

Leadership
Hiring, mentoring, design critique, design system governance, roadmapping

Design
Figma, design systems, prototyping, user research, usability testing, accessibility (WCAG)

AI tools
Claude, Claude Code, ChatGPT, Gemini, Lovable

EDUCATION

Fashion Institute of Technology
BA, Graphic Design

School of Visual Arts
Continuing Ed., Information Architecture