

bringing clarity to complexity.

I build and scale design teams that turn complex products into clear, high-quality experiences. Across growth-stage SaaS and enterprise technology, I've partnered with Product, Engineering, and executive leaders to shape product strategy, strengthen design organizations, and translate ambiguity into direction.

My work spans AI-enabled workflows, CRM and engagement products, multi-product platforms, and zero-to-one experiences, with a focus on balancing craft, speed, and business impact.

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— INNOVACCER

2024 - Current

Senior Director, Product Design

Lead product design across enterprise healthcare portfolios, partnering with Product, Engineering, and executive leadership to shape strategy, scale a global design team, and drive organizational transformation.

- Directed design across Experience and Clinical Workflows, spanning patient engagement, CRM and outreach, care coordination, and AI-powered clinical experiences across multiple products and platforms.
- Redesigned the Product Design organization around user journeys and clinical workflows, creating a scalable operating model while leading and developing a globally distributed team across the U.S., India, and UAE.
- Partner with Product and Engineering leaders to navigate ambiguous cross-product problems, align dependencies, and balance near-term delivery with longer-term experience quality and platform direction.
- Shape AI-powered product experiences while evaluating how AI and code-assisted tools can improve design quality, speed, and collaboration.
- Led design through acquisitions and organizational transformation, strengthening executive alignment, operating models, and Design's role as a strategic partner.

— CURED acquired by Innovaccer in November 2023

2021 - 2024

Head of Design

Joined Cured as founding designer and built the Product Design practice for its healthcare CRM and marketing automation SaaS platform, serving on the executive leadership team through acquisition by Innovaccer.

- Led end-to-end product design and strategy, using rapid prototyping, user research, data, and customer feedback to evolve the platform as the business scaled.
- Established the design system and product design practices, improving consistency, quality, and speed across the product experience.
- Partnered across Product, Engineering, Sales, and Customer Success to turn customer needs into product priorities, helping reduce closed-lost opportunities attributed to product gaps from 48% to 23% in one year.
- Led post-acquisition design integration, aligning product vision, customer experience, and integration priorities with Innovaccer leadership.

— PILLAR

2020 - 2021

Head of Product Design

Joined Pillar before product launch as the founding designer, partnering with founders and High Alpha to define the product vision and bring the platform to market.

- Collaborated with founders and High Alpha leadership to shape product strategy, design vision, and go-to-market planning for a zero-to-one SaaS product.
- Led product design from concept through MVP, driving discovery, prototyping, user research, and development to prepare for Series A fundraising.
- Created the company's brand identity, design system, and product foundation, establishing a scalable customer experience.
- Built strong partnerships across Product and Engineering while developing go-to-market assets that supported early customer adoption and business growth.

— SPRINGBUK

2014 - 2020

Director of Creative & Brand — Director of Experience — Principal Designer

Progressed through three leadership roles while helping scale Springbuk from one of its first five employees into an industry-leading health intelligence company.

- Defined the early product, brand strategy, and customer experience while supporting Series A fundraising.
- Led the company's rebrand and launch of the Health Intelligence category, strengthening market positioning while developing messaging and content strategies that generated an average of 21+ qualified leads per quarter.
- Built and led Creative while partnering across Product, Marketing, and executive leadership to strengthen customer experience, support go-to-market strategy, and scale the business.
- Created Springbuk's employee experience strategy, including onboarding, employer branding, and award-winning culture initiatives that supported rapid growth and contributed to Series B fundraising.

— DESIGN & BRAND CONSULTANT

2011 - 2015

Built an independent consulting practice partnering with startups, agencies, and established brands to shape product, brand, and customer experiences.

- Built a referral-driven consulting business generating \$70K+ in first-year revenue through repeat engagements and long-term client relationships.
- Led engagements spanning product strategy, brand identity, customer experience, and go-to-market initiatives.
- Partnered with founders and marketing leaders across healthcare, technology, financial services, sports, and consumer industries.

— ALL TERRAIN

2007 - 2012

Art Director

Promoted to lead creative initiatives for nationally recognized brands, collaborating with clients and internal teams to deliver brand strategy, campaigns, and customer experiences.

- Led creative strategy and execution for brands including General Motors, Anheuser-Busch, Chicago Bears, Chicago Blackhawks, Ferrara, and Illinois Lottery.
- Managed creative teams and client relationships from concept through execution across experiential and integrated marketing campaigns.
- Worked alongside clients to translate business objectives into impactful brand and customer experiences.

— EDUCATION

Cornell University

MBA-level Certification

Marketing Strategy

2019 - 2020

Loyola University of Chicago

Bachelor of Fine Arts

Visual Communication, Advertising and Public Relations

2004 - 2008