

Natalie Gilmor

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Oscilar

Senior Manager, Product Design • March 2026 – Present

- Lead product design for Oscilar, managing a team of product designers and a technical writer, building a culture of autonomy and iterative shipping.
- Partner directly with the CEO, CTO, and CPO on strategic design and AI-first initiatives.
- Create an AI-first design practice incorporating AI at every step of the design “double diamond” process to accelerate work and converge on an optimized solution.
- Synthesize customer feedback and UX sentiment through user research, customer interactions, support and sales channels into prioritized input for the product roadmap.
- Drive design systems work to establish consistent design and scalable systems across a fast-growing, agent-based product.

Lead Product Designer • April 2025 – March 2026

Appian

Manager & Group UX Lead • April 2024 – May 2025

- Oversaw and managed the UX practice for Case Management Studio and the Solutions Acceleration group. This consisted of managing 5 UX designers and collaborating with PM, Engineering and QE leadership on two different multi-squad groups.
- Designed Appian’s AI Document Center experience in record time, a feature that was heavily used in Sales conversations due to its ease of use and incorporation of AI.

UX Associate Manager & Group UX Lead • May 2023 – April 2024

- Managed the UX practice for the Solutions Innovations group. Launched an admin experience for the case management solution as well as oversaw solutions for the insurance underwriting and financial services industries.

Senior UXD II • October 2022 – May 2023

- Led the UX design for the 0 to 1 launch of a new case management solution. Created deliverables from product discovery to technical implementation.

Industry Dive

Director of Product Design • June 2020 – October 2022

- Led the product design team in solving complex user problems for 26+ B2B publications.
- Drove reader engagement through optimization of our article template, innovation of new editorial content types and developing a trustworthy and memorable brand.
- Supported company revenue by collaborating with the Data team to improve our newsletter acquisition funnel and increased client campaign conversion rates.
- Collaborated with the VP of Product and VP of Engineering to address overarching company KPIs and collaboration tactics between teams of 20+ individuals.
- Created a design system for our 20+ publication websites by identifying components, writing documentation and implementing designs in HTML/SCSS.

Senior Product Designer • September 2019 – June 2020

Product Designer • December 2018 – September 2019

Front-End Designer • May 2017 – December 2018

Front-End Design Intern • May 2016 – August 2016

NASDAQ

Nasdaq.com Web Design Intern • May 2015 – August 2015

- Created HTML mock-ups of pages as well as redesigned and coded already existing web-pages and JavaScript widgets for a site that reaches millions of people a year.
- Redesigned the internal CSS Style Guide to promote a consistent, clean style.

Education

American University,
College of Arts and Sciences

BS Computer Science, BA Graphic Design
Minor Mathematics

GPA: 3.93
University Honors Program

Awards & Speaking

2024

Appian World 2024 Speaker, The Art and Science of Delightful User Experiences

2023

Appian Impact Award, awarded by Sales VP for the business and sales impact of the Case Management launch

2022

Retail Dive, Finalist for Website of the Year in the Azbee Awards of Excellence

2020

Industry Dive’s design team named Folio’s Design Team of the Year

Skills

AI Orchestration

Designing, building and iterating using AI best-practices and latest technology.

Strategy & Management

Individual mentorship & coaching, project scoping, product roadmaps, workshop facilitation, project prioritization

Research

A/B Testing, user interviews, usability studies, user research, information architecture, wireframing

Design

Design systems, visual design, high-fidelity mockups, interaction design, prototyping, Figma

Development

Git, GitHub, GitLab, HTML, CSS (SASS/SCSS), JavaScript, Appian Low-Code