Lars Erickson
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Professional Summary

Lead Product Designer with 9+ years of experience in enterprise SaaS, product strategy, and design systems. I build systems and design infrastructure that help cross-functional teams better leverage AI tooling and generate semantic UI, and align engineering, design, and business outcomes.

Experience

Lead Product Designer, Design Systems and AI
SMG, Remote — January 2026 - September 2026

- Led AI design-to-code workflows using GitHub CoPilot and semantic design system architecture to accelerate UI prototyping and bridge design and engineering.
- Refactored 80+ React ShadCN and Figma components, enabling engineering teams to generate semantic, on-brand, and 3.0 WCAG accessible, UI directly through AI tooling.
- Led design system strategy for Engineering Platform Team, enabling AI-powered UI generation across 4 product teams.
- Designed in the AI Sprint format, releasing AI features such as SMG's Ignite Conversation Agent and Recommended Actions.
- Coached and presented regularly on front-end best practices across the engineering org, reducing visual and interaction drift, which greatly reduced tech debt and bugs, and created team and platform alignment.
- Performed frequent research analyzing and synthesizing customer survey data, Pendo, and LangChain, to uncover user painpoints and prioritize features.

Lead UX Designer
WellSky, Overland Park, KS — March 2023 - January 2026

- Led end-to-end UX design from concept to release of a Healthcare Enterprise SaaS application. Applied strategic design process for translating clinical jobs to be done into wireframes, prototypes, and then developed UIs.
- Pioneered design workflows for leveraging Figma Make, Claude Design, and later prototyping directly in the repositories using tools such as GitHub CoPilot and MCP's.
- Led design, research, and design system strategy, for 6+ Engineering teams and a team of designers.
- From legacy to cloud, applying JTBD framework to improve user workflows by reducing workflow complexity by 80%.
- Pioneered a semantic atomic design system for AI coding workflows, increasing engineering team velocity by 200%.
- Performed weekly user testing in stage environment to validate design, uncover bugs and new requirements.
- Audit and QA code for accessibility WCAG 3.0 and responsive design.
- Bridged the gap between design and engineering by writing HTML, CSS, and Angular in the code editor.

Senior Product Designer
Storable, Remote — May 2021 - November 2022

- Lead designer from research to high-fidelity design, collaborated with PM and PO to guide product roadmap and prioritize features.
- Grew customer research group from 30 customers to 200+ for ongoing research initiatives
- Pioneered an enterprise design system in React with Storybook in conjunction with a Figma component library, leading to multiple product teams using design system components.
- Led the design of foundational features, including SSO, MFA, and Remote Gate Access.
- Unified fragmented applications into a cohesive product ecosystem, streamlining cross-product workflows.

UX Designer
Useagility, Remote — January 2021 - May 2021

- Led and collaborated with cross-functional teams for enterprise software modernizations.
- Designed seamlessly across managed design systems in Axure, Adobe XD, and Figma.
- Created UX strategies, journey maps, and design systems, delivering intuitive designs validated through user testing.
- Performed usability testing regularly with customers and users.

UX Design Associate
Useagility, Remote — January 2020 - January 2021

- Facilitated remote design sprint workshops
- Created low-fidelity and high-fidelity wireframes
- Designed and created clickable prototypes
- Created and maintained design systems for clients across Axure, Adobe XD, and Figma.

UX Design Intern
SS&C, Kansas City, Missouri — May 2018 - August 2018

- Created low-fidelity and high-fidelity wireframes
- Collaborated with engineering and product to create new features
- Created and maintained a design system between Sketch and UXPin

Education

Master of Arts, HCI and UX Design
University of Kansas, 2019

Bachelor of Arts, English Literature
University of Kansas, 2017

Skills

- Product Strategy & Vision
- End-to-End Product Design
- Systems Thinking
- Cross-Functional Leadership
- Interaction Design
- User Research & Discovery
- Design Systems & Governance
- Stakeholder Alignment
- Design Mentorship
- Rapid Prototyping
- AI-Assisted Product Development
- Figma, Figma Make
- Claude Code, Claude Design
- React & Angular
- HTML & CSS
- Storybook
- GitHub Copilot
- Cursor
- Pendo