

LARRY PELTY

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EXECUTIVE SUMMARY

Product design executive specializing in AI-driven B2B SaaS and enterprise solutions. Proven track record leading global, multi-product design portfolios from 0-1 innovation through scale--delivering AI-powered features, design systems, and workflows that drive revenue and competitive differentiation. Expert at post-acquisition design integration, cross-functional alignment, and translating complex technical capabilities into intuitive user experiences. Known for connecting research, technology, and business strategy to accelerate time-to-market and create measurable impact.

SELECTED ACHIEVEMENTS

- Led design of AI-powered capabilities from concept through launch, embedding generative AI into sales workflows--supporting retention and expansion of ADP, a multi-million dollar enterprise customer.
- Reimagined the core Actions framework within a sales platform's workflow engine, enabling flexible, adaptive workflows that allow reps to seamlessly shift between task types in real time--validated through positive customer feedback and supporting ongoing platform evolution.
- Led design of advanced account management and relationship mapping capabilities in partnership with Workday (a \$2.5M ARR customer), expanding user base from 178 to 2,380 users and generating \$500K in additional revenue.
- Delivered enterprise-grade workflow enhancements that enabled complex deal orchestration--supporting a \$1M expansion deal with Workday to add advanced sales workflow capabilities.
- Directed post-acquisition design strategy to consolidate multiple product experiences, elevating consistency, usability, and performance across the unified Clari platform.

AREAS OF EXPERTISE

Leadership & Strategy

Global Multi-Product Portfolio Leadership · Cross-Functional Team Alignment · Executive Stakeholder Engagement · Post-Acquisition Integration · Coaching & Talent Development

Systems & Operations

Design Systems & DesignOps · Enterprise SaaS UX · Digital Transformation · Process Automation & Workflow Optimization

AI & Product Innovation

Generative AI in Product & Design Process · AI-Powered Workflows · 0-1 Product Strategy & Delivery · Product Vision & Roadmapping · Experimentation & Iterative Design

User Experience & Delivery

User Research & Insights Translation · Digital Customer Experience · Mobile & Web Application Design · Brand & Creative Direction

WORK HISTORY

CLARI - SUNNYVALE, CA (REMOTE)

Director, Product Design (8/2023 - 2/2026)

[Role eliminated February 2026 following Clari's merger with Salesloft and subsequent organizational restructuring]

Led global, multi-product design portfolio spanning enterprise SaaS solutions, driving AI integration, platform unification, and enterprise workflow innovation across Groove, Align, and Copilot. Managed team of 6 designers (US, Poland, India) representing half of the enterprise design organization.

- Reimagined core Actions framework within a workflow engine to enable adaptive sales workflows, improving flexibility for enterprise sales teams and driving ongoing platform evolution--validated through positive customer feedback.
- Directed portfolio-wide design system adoption, reducing component duplication and streamlining engineering handoffs across multiple products.
- Led concept-to-launch delivery of AI-powered features, embedding generative AI into sales workflows--supporting retention and expansion of ADP, a multi-million dollar enterprise customer.
- Led design of advanced account management and relationship mapping capabilities in partnership with Workday (a \$2.5M ARR customer), expanding user base from 178 to 2,380 users and generating \$500K in additional revenue.
- Delivered enterprise-grade workflow enhancements that enabled complex deal orchestration--supporting a \$1M expansion deal with Workday to add advanced sales workflow capabilities.
- Partnered with product, engineering, and executive teams post-acquisition to unify the Clari platform, improving consistency, usability, and performance across product lines.

GROOVE - SAN DIEGO, CA (REMOTE)

Head of Product Design (12/2021 - 8/2023)

[Acquired by Clari in August 2023]

Led design strategy and operations for a high-growth SaaS sales engagement platform, delivering platform innovations and operational foundations that positioned the company for acquisition.

- Conceived and initiated a dynamic workflow engine concept (patent pending), laying the groundwork for adaptive, multi-action sales workflows later evolved under Clari leadership.
- Launched Groove's first design system, creating a shared component library and pattern standards that reduced design-to-engineering cycle time and improved cross-product consistency.
- Designed and shipped the company's inaugural mobile app, driving significant adoption among enterprise customers and enhancing on-the-go sales productivity.
- Developed scalable design operations workflows, increasing delivery predictability and improving cross-functional alignment with product and engineering.
- Partnered with executive leadership to align design vision with product-market strategy during a period of rapid feature expansion and enterprise adoption.

SMITH & ASSOCIATES - HOUSTON, TX

(PORTFOLIO COMPANY UNDER PRIVATE EQUITY OWNERSHIP)

Vice President, User Experience (1/2019 - 12/2021)

Directed UX strategy for two complex enterprise platforms--sales/purchasing (with advanced CRM capabilities) and operations/logistics--ensuring design alignment with evolving business priorities and user needs.

- Led major redesign of CRM features, introducing organizational mapping and account planning tools that improved sales team efficiency and strategic account management.
- Oversaw design of a digital transformation initiative replacing a manual IT asset disposition process with an integrated online workflow, significantly reducing processing time and error rates.
- Launched three mobile applications in under four months each, improving order accuracy, streamlining approvals, and increasing adoption among distributed teams.
- Established a source-controlled UI design process, reducing rework and improving alignment between UX and engineering delivery.

SERVERMONKEY.COM - HOUSTON, TX

(PORTFOLIO COMPANY UNDER PRIVATE EQUITY OWNERSHIP)

Vice President, Digital Strategy (8/2016 - 1/2019)

(Scope expanded mid-tenure to include Smith & Associates in a dual-brand leadership remit.)

Led digital strategy and platform development for multiple affiliated brands, including Smith & Associates and ServerMonkey.com.

- Led end-to-end development and launch of a new eCommerce platform with full ERP integration for Smith & Associates, delivering a production-ready system in five months and enabling faster order processing and improved scalability.
- Directed creation of advanced configuration and quoting tools for complex server builds, incorporating intricate bill-of-materials logic and seamless ERP integration to improve pricing accuracy and reduce order errors.
- Built and optimized ServerMonkey's online sales channel, driving approximately 20% year-over-year increase in digital revenue by improving UX, streamlining purchasing flows, and enhancing merchandising strategies.

Director, User Experience & Design (8/2015 - 8/2016)

Directed UX and front-end design strategy, translating business requirements into user-friendly, high-performing interfaces.

- Led a major responsive redesign of ServerMonkey's eCommerce site, delivering from concept to launch in three months to improve usability, mobile performance, and conversion rates.
- Incorporated customer feedback, A/B testing, and analytics into iterative design improvements.
- Partnered with marketing and software development teams to deliver innovative digital solutions aligned with business goals.

VALID MANAGEMENT - HOUSTON, TX

(PORTFOLIO COMPANY UNDER PRIVATE EQUITY OWNERSHIP)

Creative Director (6/2007 - 8/2015)

Directed UX, creative, and brand strategy for multiple affiliated companies, including Smith & Associates, ServerMonkey.com, and several early-stage startups.

- Led end-to-end branding for new ventures, from identity development through launch, ensuring alignment with market positioning and business goals.

- Designed and delivered eCommerce, marketing, and internal systems projects, collaborating cross-functionally with marketing, software engineering, and executive teams.
- Oversaw creative direction across all digital and print channels, maintaining brand consistency and elevating design quality.
- Earned multiple industry awards, including PIGC Graphic Excellence Awards, Summit Creative Award, W3 Awards, and Communicator Award of Distinction.

EARLY CAREER

Senior creative roles spanning UX, visual and web design, video production, and brand development for technology consulting and media companies.

EDUCATION

Master of Professional Studies (MPS) - UX Design

Maryland Institute College of Art, Baltimore, MD

Bachelor of Science (BS) - Psychology (Minor in Studio Arts)

University of Houston, Houston, TX

CERTIFICATIONS

- Designing and Building AI Products and Services, MIT xPRO
- Designing for the Future: Modern Interfaces & Emerging Technologies, NYU Tandon School of Engineering
- Enterprise Design Thinking Practitioner, IBM
- UX Master Certification (UXMC), Nielsen Norman Group
- Professional Scrum Master 1 (PSM 1), Scrum.org

PATENTS

"Dynamic Workflow Engine for Action Generation and Sensing"

U.S. Patent Application US20250272118A1 (published August 28, 2025, pending). Role: Co-Inventor.

MENTORSHIP

ADPList - October 2021 to Present

Mentor to designers worldwide, providing guidance on career growth, portfolio development, stakeholder management, and leadership skills.

PROFESSIONAL AFFILIATIONS

- User Experience Professionals Association (UXPA)
- Interaction Design Foundation
- AIGA