

Derek Darby

Principal Product Designer · Complex Workflows · AI-Enabled Products
Enterprise SaaS · Business & Engineering Fluent · Design Leader

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PROFESSIONAL SUMMARY

Product designer with 20 years of experience leading end-to-end design for complex enterprise SaaS, FinTech, ecommerce, education technology, and AI-enabled products, from early discovery through delivery and iteration. Has served as founding designer at startups, Director of UX at a multi-client agency, and lead IC on products used by millions, building design systems, shaping design practice, and partnering closely with product and engineering. Brings front-end development foundations, an MBA, NN/G certifications, and an active AI-integrated design practice.

CORE COMPETENCIES

UX Leadership & Strategy · Product Design Leadership · Interaction Design · UX Research & Synthesis
Design Systems & DesignOps · Enterprise SaaS & B2B · Engineering Collaboration · Data-Informed Design
Cross-Functional Leadership · Team Building & Mentorship · A/B Testing & Experimentation · Accessibility (WCAG)
Journey Mapping & Service Design · Customer Discovery · Information Architecture · Complex Workflow Design

PROFESSIONAL EXPERIENCE

Director of User Experience – Digital Product Systems & Operations Nov 2023 – Dec 2025 Grey Dog Media, West Des Moines, IA

- Managed and developed a UX team of 4 to 8 across a multi-client agency environment, delivering UX across desktop and mobile web for major clients including Hy-Vee, while introducing modern processes and operational structures that improved speed, quality, and consistency across digital production.
- Reduced rework and review cycles by establishing component standards, reusable patterns, and foundational design system elements that improved cross-team consistency and enabled scalable digital production without proportional staffing increases.
- Managed ongoing content analytics for Hy-Vee using GA4, measuring performance, identifying optimization opportunities, and eventually supervising a direct report responsible for analytics delivery, creating a scalable reporting practice within the agency.
- Led design and development of internal and client-facing web products in Webflow, including the GDM site, Life:Beautiful Magazine with Shopify ecommerce integration, and Fresh Thyme digital magazines, while building AI-assisted content operations using Python-based scraping and AI-driven SEO analysis to audit and optimize magazine content at scale.

Senior UX Designer & Researcher – FinTech SaaS Startup May 2022 – Oct 2023 Innovation Refunds, West Des Moines, IA

- Joined as the founding UX designer at a rapidly scaling FinTech startup, repairing broken funnel experiences before pivoting to research-led product strategy in partnership with the CMO and CPO.
- Conceived and led an internal sales enablement platform from research through delivery, serving as lead UX designer and de facto product lead in the absence of a PM. Built a knowledge system organized around nine customer archetypes that improved sales speed, confidence, and messaging consistency.
- Conducted mixed-methods research including moderated customer interviews and large-scale surveys with 300+ participants to evaluate financial product concepts and sales workflow gaps, shaping product and platform decisions directly from field findings while using AI to support survey design and synthesis.

Senior UX Designer – Ecommerce & Consumer Platform Jan 2020 – May 2022 Hy-Vee, Inc., Des Moines Metro, IA

- Led a data-driven PDP redesign across desktop, mobile, and app that delivered measurable month-over-month ecommerce growth: +84,000 related add-to-carts, +4,000 direct add-to-carts, +31,000 variation interactions, +31 seconds time on page, and -5% bounce rate.

- Designed the 'Did You Forget Anything?' pre-checkout upsell experience, improving average order value by surfacing relevant add-on recommendations before checkout.
- Redesigned the full cart, checkout, and payment experience across web, mobile, and app, including payment method selection, order confirmation, error states, tipping flows for DoorDash deliveries, special order workflows, and gift card experiences, with in-store usability testing conducted at Hy-Vee dining locations to validate key moments in the payment journey.
- Partnered with engineering and product in a UX/Product/Engineering triad to define A/B experiments and guide iterative releases, using GA4 and LogRocket behavioral data to identify funnel drop-off and drive evidence-based design decisions at scale.

User Experience Lead – Enterprise 3D Collaboration SaaS Apr 2018 – Oct 2019

Vertex Software, Ames, IA

- Served as founding and sole designer at a stealth B2B startup building a complex enterprise 3D collaboration platform, defining the full interaction model, information architecture, and early design system under high ambiguity and tight constraints.
- Designed a novel Stories interaction model enabling distributed engineering teams to curate, annotate, and discuss 3D model states asynchronously, anchoring feedback to specific geometry and reducing reliance on file exports and disconnected review tools for enterprise accounts including Rockwell Collins, John Deere, Vermeer, and Caterpillar.
- Designed role-aware permissions and secure sharing workflows enabling external suppliers and non-CAD stakeholders to participate in model reviews without exposing full IP, working within strict enterprise security constraints to keep collaboration viable at scale.

Director of User Experience – Enterprise EdTech SaaS Jun 2016 – Mar 2018

ACT, Inc., Iowa City, IA

- Reduced student registration time from approximately 30 minutes to under 7 minutes by redesigning a complex, data-heavy workflow using research-driven problem framing and iterative usability testing.
- Built a multi-source VOC dashboard integrating customer service data, usability findings, and web analytics; delivered quarterly design strategy insights to senior leadership that shaped product roadmap prioritization.
- Led cross-functional ecosystem discovery and experience strategy across 37+ ACT systems and 5+ product lines, reframing a fragmented portfolio into a unified longitudinal learner platform vision that aligned product, architecture, and research leadership around learner continuity across planning, testing, and postsecondary decisions.

Lead UX Designer – Enterprise EdTech SaaS Dec 2013 – Jun 2016

ACT, Inc., Iowa City, IA

- Led research and design for core EdTech products used by students, educators, and institutions nationwide, conducting user interviews, usability studies, and workflow redesigns while partnering with engineering and product leadership to align on cross-portfolio dependencies and deliver scalable solutions across a complex matrixed enterprise organization.
- Mentored junior designers on HCD methodology, IA principles, and structured critique, building team capability and elevating design quality without formal management authority.

Interaction Designer – EdTech SaaS Jun 2006 – Dec 2013

Pearson, Iowa City, IA

- Led field research for PearsonAccess Next, Pearson's enterprise test administration platform, conducting in-person UX tours across 10 districts in Texas and Virginia spanning systems from 129 to 204,000+ students, and developing a six-role coordinator persona framework that grounded all navigation and interaction design decisions in validated real-world workflows.
- Redesigned PearsonAccess navigation architecture from data-object organization to task-organized structure targeting a 25% user satisfaction increase and 30% revenue growth, with prototype feedback from district coordinators describing the result as intuitive, elegant, and significantly better than the existing system.
- Built interactive prototypes and collaborated closely with engineering to reduce implementation ambiguity; also produced production UI components in HTML, CSS, and JavaScript during an earlier role at Pearson, bridging design intent with engineering delivery.

EDUCATION

MBA, Management & Organizations University of Iowa, Tippie College of Business

B.A., Management Information Systems (Computer Science Emphasis) University of Northern Iowa

CERTIFICATIONS

UX Certificate, UX Management Specialty Nielsen Norman Group

Certified User Experience Analyst (CXA) Human Factors International

Certified Usability Analyst (CUA) Human Factors International

TOOLS & PLATFORMS

Design & Prototyping: Figma · FigJam · Miro · Webflow · HTML/CSS/JavaScript (prototyping)

Research & Analytics: GA4 · LogRocket · UserTesting · Optimal Workshop

Product & Collaboration: Jira · Confluence · Aha! · Notion

AI Tools: ChatGPT · Claude · Gemini · v0 · AI-assisted concept exploration, rapid prototyping, research synthesis, and workflow acceleration