

Terrence Pease

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SUMMARY

Senior Product Designer & Design Systems Lead with 10+ years of experience driving digital maturity for leaders like CVS Health. Expert in bridging user needs with business KPIs through data-driven discovery, scalable systems, and cross-functional leadership across Product, Engineering, and Legal. Specialized in navigating complex regulatory constraints and leveraging AI-enhanced workflows to accelerate product innovation.

EXPERIENCE

CVS Health

Manager, Product Designer

Woonsocket, Rhode Island
November 2021 - December 2025

- **Product Lifecycle Ownership:** Spearheaded the end-to-end optimization of the digital healthcare product for 5M+ monthly users, identifying friction points in the fulfillment funnel that directly improved prescription completion rates.
- **Regulatory Product Strategy:** Created a compliance-first transactional flow for PSE sales by applying HIPAA and WCAG 2.2 requirements, ensuring both legal protection and efficient B2C commerce using Figma and accessibility testing workflows.
- **Cross-Functional Alignment:** Acted as the primary design lead collaborating with Product and Engineering to define technical feasibility and product roadmaps for 10+ initiatives per quarter, accelerating delivery timelines by 20%.
- **Data-Informed Discovery:** Integrated qualitative and quantitative feedback from UX Research teams to map and sequence feature requirements using User Personas and Journey Mapping methodologies.
- **Systems Thinking:** Scaled accessible, inclusive design patterns across iOS, Android, and Web platforms to ensure a cohesive product experience while maintaining rigorous data security standards.
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Rexel USA

Senior Product Designer & Design System Lead

Dallas, Texas
February 2018 - November 2021

- **Product Ecosystem Architecture:** Architected and launched a comprehensive, multi-platform Design System adopted by domestic and international product teams, reducing engineering overhead and front-end build times by 40%.
- **Global Product Innovation:** Selected for the Paris Innovation Summit to lead the conceptualization and UI/UX strategy for a future-state Business Intelligence Dashboard serving thousands of B2B constituents.
- **Growth & Conversion Strategy:** Led the end-to-end redesign of the core Product Listing Page (PLP) for a multi-billion dollar e-commerce platform, optimizing information architecture and product discoverability to drive higher conversion.
- **Evidence-Based Iteration:** Leveraged Google Analytics and Hotjar to identify high-friction zones, executing data-informed UI refinements that increased user engagement by 20%.
- **Cross-Functional Design Ops:** Standardized design-to-development handoff processes using Figma and Jira, ensuring visual consistency and technical feasibility across the global product suite.

Reap Commerce

Senior UX Designer & CRO Strategist

Dallas, Texas
March 2015 - February 2018

- **Growth Design Leadership:** Designed and launched 30+ conversion-optimized product experiences for 15+ diverse clients, driving an average 35% increase in Visitor-to-Lead conversion through strategic information architecture.
 - **Data-Driven Iteration:** Spearheaded high-velocity A/B testing cycles and heuristic audits to identify and resolve friction points within the bottom-of-funnel experience, resulting in a consistent 15-25% uplift in core conversion KPIs.
 - **Scalable Design Frameworks:** Developed a library of conversion-focused UI templates and design patterns that reduced the "discovery-to-launch" timeline by 30% for new product engagements.
 - **Stakeholder Product Vision:** Facilitated workshops and design reviews to align technical requirements with business objectives, ensuring the delivery of UX solutions that met both user needs and aggressive growth targets.
 - **Rapid Prototyping & Validation:** Engineered interactive prototypes for 20+ projects using Figma and Axure to enable rapid stakeholder validation of critical UI/UX decisions, streamlining the ideation-to-approval phase by 40%.
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EDUCATION

Specialized Associates Degree
Minor in Graphic Design • Hickey College • 3.9

St. Louis, Missouri
2012

CERTIFICATIONS

User Experience for Web Design

LinkedIn • 2026

- Validates 10+ years of web design with strategic UX methods.
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SKILLS

- **Product Design & Strategy:** Senior-level expertise in Product Discovery, User-Centered Design (UCD), Lean UX, Agile, and Scrum methodologies.
 - **Design Systems & Systems Thinking:** Architecting scalable Design Systems, managing Design Tokens, and establishing UI/UX documentation for domestic and international teams.
 - **Interface & Prototyping:** Expert-level Figma, Adobe Creative Suite, Sketch, and Advanced Interactive Prototyping using Axure.
 - **Growth & Analytics:** Conversion Rate Optimization (CRO), A/B Testing, Heuristic Evaluation, Google Analytics, and Hotjar for data-informed product iteration.
 - **Technical Development:** Advanced Webflow, HTML/CSS, and Technical Feasibility Assessment.
 - **Accessibility & Compliance:** Deep knowledge of WCAG 2.1/2.2 compliance, HIPAA privacy standards, and regulatory design constraints.
 - **AI & Workflow Innovation:** AI Prompt Engineering for UI/UX, AI-enhanced photo retouching, and leveraging AI to automate design-to-development workflows.
 - **Collaboration & Leadership:** Cross-functional stakeholder management between Product, Engineering, and Legal teams using Jira, Confluence, and Miro.
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