

DOUGLAS HILLER

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"Product designer who builds. 10 years experience designing at scale, now working at the intersection of UX and AI-assisted development. I design in Figma and ship in Cursor — prototyping, building features, and deploying production code with Claude as my engineering partner. I lead design thinking workshops, synthesize user testing video data, wireframe and prototype, write product requirement documents within agile workflows, and manage stakeholders... always improving my UX methodologies with changes in AI Tech"

HARD SKILLS

Cursor AI	Claude
Figma	Monday
Jira	Pivotal
Sketch	Useresting.com
AfterEffects	HTML/CSS
Illustrator	Figma Make
Premier	Quantum Metric
Photoshop	Logic
Invision	Ableton
Miro	Mural
Adobe XD	

PRODUCT & RESEARCH SKILLS

User testing (writing/running)
User data synthesis
Competitive & heuristic analysis
Basic SQL
Persona writing with user data
Journey mapping and user flows
Information architecture analysis
Prototyping (low and hi fidelity)
Watch Parties
Design Thinking workshop leading
Feature scoping and prioritization
Stakeholder management
Design spec and ticket writing

INTERESTS

Independent Film
Music Production/Singing
Sand Volleyball
Dance Music/Post-punk
Thin mint flavor Oreos

EXPERIENCE

Associate Vice President UX – US Bank

(Jan 2022 – present)

Partnered with developers, visual designers, and senior leadership to deliver production-ready designs aligned with customer needs and business goals. Facilitated design thinking workshops with senior stakeholders and led cross-functional accessibility reviews to ensure all designs are a11y compliant and uphold the design system. Led experience design across two agile teams, managing IC deadlines, performance metrics, and sprint commitments.

Founder/CEO – Roughtake LLC

(Feb 2021 – present)

Sole designer and AI-assisted developer — used Cursor AI and Claude to ship new features, architect and deploy backend admin infrastructure, and integrate AI-driven content moderation and data analytics pipelines. Conceptualized, designed, prototyped, and launched a first-to-market video review app for iOS and Android with 5,000 downloads. Managed all product development, acquisition strategy, and marketing singlehandedly.

Senior Product Designer – Perry Street (SCRUFF and Jack'd)

(Dec 2017 – Feb 2021)

I've seen through full multiple redesigns (from roadmap/ideation to beta testing and rollout) of 2 dating apps which host 3 million MAU. My high level duties include designing, prototyping and testing intuitive experiences for all new features, writing jira tickets and style guides for both android and iOS (I took on product manager duties for 2 years), holding full company design thinking meetings, writing user tests and synthesizing video usability data. I worked with C level management to mobilize innovation.

Senior UX Designer – Etch Studio

(Aug 2016 – Jan 2018)

Working in a lean environment, strategizing and executing UX methodology to solve problems for a variety of clients. Taking the lead wireframing and creating product prototypes for companies like Dow Jones, Wall Street Journal, Realestate.com.au and other international brands. Flexed many UX/UI skills from creating meticulous user flows and to designing pixel perfect sketch/figma layouts.

EDUCATION

UC Santa Cruz, 2008 Santa Cruz, CA

Bachelor's Degree in Digital Media

General Assembly, 2015 New York, NY

User Experience Design Immersive