

# SHALOMORMSBY

Design Leader Turning Bold Ideas into Human-Centered Products that Scale

## LEADERSHIP EXPERIENCE

- Apr 2025 – present  
**Founder** | [CreativePowerup.com](https://CreativePowerup.com)
- Built a thriving community of purpose-driven creators transforming bold ideas into thriving, real-world products
  - Built a creative framework that fuses Silicon Valley-proven design practices with AI-assisted workflows with community support
- Apr 2024 – Apr 2025  
**Head of Design** | [Joinable.us](https://Joinable.us)
- Led the product-led growth and design strategy of a social app that strengthens friendships through joyful digital connections.
- Mar 2022 – Apr 2024  
**VP of Design** | SetSail
- Co-led AI pivot; redefined product vision & roadmap w/ CPO
  - Partnered with CMO on bold PLG push to boost growth
  - Built Figma-React design sys, cut front-end dev time >50%
  - Strengthened UX via rapid testing, feedback loops & iteration
  - Unified CS, GTM, Data & Engineering to accelerate delivery and scale product impact.
- Oct 2019 – Jan 2022  
**Principal Experience Designer** | [arm.com](https://arm.com)
- Led design for \$1B+ R&D initiative across IoT, ML, & Edge; shipped prototypes that won enterprise acquisition attempts
  - Drove customer research (generative + evaluative) to shape high-impact, user-centered solutions
  - Co-created a unified, dev-friendly Figma-to-React design system, replacing fragmented UX patterns to boost prod dev
- Jan 2019 – Aug 2019  
**Head of Design** | [bud.com](https://bud.com)
- Drove customer-centric product strategy with CPO & CEO
  - Built and scaled a 10-person product team aligned with exec. vision
  - Led the redesign of e-commerce site, boosting sales by ~75%
- Mar 2018 – Jan 2019  
**Lead Design Instructor** | General Assembly, San Francisco
- Taught 3 successful intensive UX Design cohorts resulting in 74 graduates, >30% of whom landed UX roles in < 6 months
  - Skills taught include: User Research, Usability Testing, Design Strategy, UI Design, IxD, Personas, Visual Design, Heuristic Evaluation, IA, Wireframing, Prototyping, Mobile App Design
- Feb 2014 – Jan 2018  
**Principal UX Designer** | Autodesk
- Led 0→1 product design for Autodesk's pro 3D printer, from early research through successful launch
  - Enabled product-market fit by identifying unmet needs via deep customer research, iteration, & tight feedback loops
  - Drove prod. strategy as *Customer Champions* team leader
  - Co-led LUMA, the Human-Centered Design community in SF

## IMPACT SNAPSHOT

11+ years leading cross-functional teams to scale AI, IoT, & commerce products across B2B & consumer markets.

## DESIGN CAPABILITIES

Human-Centered Design  
Design Team Leadership  
Cross-Functional Collaboration  
Product Design Strategy  
Lean DesignOps  
AI + UX Strategy  
Mentorship & Team Building  
User Research & Usability  
Design Systems Architecture  
Interaction Design (IxD)  
Accessibility Design (A11y)  
Rapid Prototyping

## TOOLBOX

### Design & Prototyping:

- Figma
- Adobe CC

### Design System Development:

- Storybook
- Chromatic
- GitHub

### Workflow & Collaboration:

- Jira
- Shortcut
- Confluence
- Notion

## EDUCATION

BA – Philosophy, Art  
Haverford College, PA

Cofounded the *Environmental House* cooperative

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Designing with ❤️ in California