

Steve Moore • Principal Product Design Leader

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Personal Profile

User Experience Design Leader shaping complex SaaS, B2B, and B2C products across enterprise environments. Defines UX strategy, aligns cross-functional teams, and delivers scalable, accessible solutions that drive measurable outcomes.

Hands-on in design and prototyping, with a strong focus on systems thinking and simplifying complexity. Integrates AI into workflows to accelerate research, ideation, and execution while maintaining a high bar for usability and product quality.

Work History

Director of User Experience - Rightpoint | 01/2026 - Current

Defines UX vision and standards for an agentic marketing platform; leads and grows a multi-disciplinary team; and champions AI-enabled design to accelerate delivery, consistency, and user outcomes.

- Established comprehensive “Ways of Working” for the organization, significantly enhancing process efficiency and sprint execution.
- Manages high performing team delivering multiple design solutions that improve product user experience and remove development blockers.

Principal Product Designer

Kaiser Permanente | 11/2022 - 12/2025

Served as a Principal Product Designer, leading complex product initiatives through advanced Figma prototyping and the Product Model framework. Built high-fidelity prototypes to align teams, validate concepts, and drive scalable, accessible design systems.

- Improved global site search engagement by 24 percent and navigation engagement by 65 percent.
- Created a global ADA component library, reducing design defects by 30 percent.

Senior UX Designer

Colibri Group | 03/2021 - 11/2022

Led the redesign of the payment experience, improving usability, task completion, and customer satisfaction. Built the company’s design system with scalable components and patterns. Delivered user-centered designs across major initiatives, ensuring consistency, accessibility, and alignment with product and engineering teams.

- Managed end-to-end projects in collaboration with stakeholders and IT to ensure successful delivery.
- Drove product innovation by leading design sprints and performing competitive analysis.

Senior Interaction Designer

Harry & David | 09/2016 - 03/2021

Led redesign of shopping and checkout, boosting engagement and conversions. Built a comprehensive design system and delivered consistent, high-quality experiences across digital touchpoints.

- Leveraged data-driven design and cross-functional collaboration to deliver a redesigned shopping experience that increased sales by \$11 million.
- Designed and launched a subscription plan UI that generated \$330K in initial sales.

Core Skills

- **Prototyping & Design Systems:** Prototype & Design Systems: Expert in Figma, Figma Make, and vibe coding with a focus on scalable systems and AI-enhanced prototyping.
- **User-Centered Design & IA:** Skilled in applying research-driven methods, survey analysis, card sorting, heuristic evaluations, and design workshops to inform decisions and optimize user experiences.
- **Product Model:** Skilled in Product Model methodology to align teams, improve collaboration, and deliver design decisions rooted in measurable user and business value.
- **AI-Driven Workflow Acceleration:** Utilizes AI-driven tools, custom agents, vibe coding, and automation platforms to increase productivity, accelerate research, and streamline communication across design and product operations.