Ted Potter

Senior Product Designer

Enterprise UX · AI Product Design · B2B SaaS · Mobile

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SUMMARY

Senior product designer with 8 years in product design, spanning B2B SaaS, consumer mobile apps, and AI-powered products. I turn complex workflows into clear, approachable experiences through research, strong visual craft, and systems thinking. I design AI experiences that earn trust by making recommendations understandable, communicating uncertainty, and keeping users in control. I establish design process where none exists and use research to shape what gets built, not just how it looks.

SELECTED IMPACT

- Match Moth: Designed and iterated beta onboarding; seven-day setup completion rose from **35% (10 of 29 users) to 58% (25 of 43 users)** across beta cohorts.
- Led the core call review workflow redesign at Invoca that drove product growth from approximately **$4-6M to $12-15M ARR.**
- Designed AI signal training and human-AI review interfaces at Invoca that made model evaluation usable for nontechnical enterprise teams.
- Shipped VASA Fitness's consumer iOS and Android app to **300K installs**, $150K in revenue, and a 4.3-star rating across nearly 7,000 reviews.

EXPERIENCE

Founder & Product Designer | Match Moth

Apr 2026 - Present

matchmoth.com · View case study

Solo Founded, designed, and shipped a B2C AI-powered job search platform for tech job seekers, supporting 300,000+ active listings from 32,000+ companies across 14 role families.

- Designed and iterated onboarding through open beta, during which seven-day setup completion increased from **35% (10 of 29 users) to 58% (25 of 43 users)**.
- Designed AI recommendations to build user trust through traceable resume evidence, explicit uncertainty, and respect for user preferences. In the first month of beta, **93% of apply clicks** went to the top two fit tiers; highest-fit listings were saved or applied to at approximately 16× the rate of the next tier.
- Built a shared design system with reusable responsive components, color and typography tokens, and accessible interaction patterns for keyboard focus, form labels, and error feedback across onboarding, job discovery, and resume editing.
- Established AI-assisted, Playwright-driven QA guided by user personas across six product areas on mobile and desktop, combining interaction, accessibility, and performance checks that helped reduce scrolling dropped frames by approximately **90%** across two emulated device profiles. Resolved **100+ accessibility audit findings** spanning color contrast, accessible labels, screen-reader error announcements, page landmarks, and keyboard-accessible file upload.

Senior UX Designer | Invoca

Apr 2022 - Mar 2026

invoca.com

AI-powered martech and conversation intelligence platform (B2B SaaS). Owned end-to-end product design from research through high-fidelity execution across contact center workflows and AI-native experiences.

Contact Center Call Review Redesign · View case study

- Led research and the redesign of the core call review workflow, the primary daily interface for QA teams, and recommended it to the VP of Product as the highest-value investment for the product. It became the primary driver of growth from approximately **$4-6M to $12-15M ARR**, with adoption linked directly to reduced churn risk.
- Ran a multi-phase research program (customer interviews, FullStory session analysis, competitive analysis) that drove the shift from a legacy table-first layout to a filter-first navigation model.
- Designed the human-AI trust model: AI handled initial call evaluation and scoring while reviewers retained override authority.
- Established reusable patterns for transcript interaction, commenting, and scoring that became the interaction baseline across adjacent product areas.
- Proposed and stood up a UX Review checkpoint (design reviewing in-progress engineering work before QA), establishing it as a standard part of the development cycle.

AI Signal Design & Model Training · View case study

- Designed interfaces across multiple AI signal types: keyword-based signals, LLM-backed semantic signals that match intent from example phrases, and custom-trained model signals built from annotated call data.
- Led the end-to-end UX concept for a self-service model training workflow to close a scalability gap where every new customer required roughly 8 hours of analyst time, targeting a drop to **under 1 hour** of guided self-service.
- Designed a four-step concept (Topic Explorer, Signal Blueprint, LLM-as-Judge training, automated validation) and built an interactive Figma Make prototype to validate it end-to-end with stakeholders.

Senior UX Consultant | Neudesic

Feb 2018 - Apr 2022

Technology consulting firm. UX lead on million-dollar engagements across enterprise B2B, data visualization, and consumer mobile. Clients included Interos, VASA Fitness, Discount Tire, Werner Final Mile, Food Services of America, and Greyhound.

Interos | Neudesic client project · Enterprise Supply Chain Risk Platform · UX Project Lead interos.ai

- Led UX projects across **five parallel workstreams** (homescreen, company risk profile, alerts and notifications, events timeline, and data lifecycle discovery) during the company's sprint to a $1B+ valuation (Series C, NightDragon, July 2021).
- Redesigned the core homescreen through three rounds of exploration, turning an overwhelming data dump into a structured dashboard, and established a dark UI system (layered backgrounds, consistent elevation, typographic hierarchy) that scaled across adjacent product areas.
- Led a one-month cross-department research engagement mapping the full data acquisition lifecycle, interviewing every department head and delivering an end-to-end journey map with good / better / best recommendations, a single source of truth the company had lacked.
- Mentored a junior designer to own design decisions independently.

VASA Fitness | Neudesic client project · Consumer Mobile App · UX Lead VASA ios appstore · View case study

- Led UX projects for a 10-person cross-functional team building a custom iOS and Android app to replace an underperforming white-label product. Shipped to both stores in under 6 months, reaching **300K installs**, $150K in revenue within three months, and a 4.3-star rating across nearly 7,000 reviews. The client's C-suite compared it favorably to what Starbucks built with seven times the headcount.
- Ran guerrilla usability testing with real members at gym locations, identifying a filter pattern that broke down across both class scheduling and KidCare booking (a design-language issue, not a screen-level bug), then redesigned, retested, and validated the fix before development.
- Partnered with the Chief Brand and Marketing Officer to establish a visual language the brand had never needed, scaling it across three release phases into a design-system foundation.
- Ran side-by-side reviews with junior developers for much of each day, moving them from needing pixel-level guidance to catching implementation issues on their own.

Additional Engagements

- Designed consumer mobile concepts for Discount Tire (POC presented to the CTO, helping close a larger engagement) and a digital transformation vision for Greyhound's RFP. Also designed enterprise responsive web experiences for Werner Final Mile and Food Services of America.

Visual Designer | Limelight Networks

Feb 2014 - Nov 2017

- Completed a site-wide redesign of the corporate website, establishing a more modern brand identity. Designed and coded responsive pages in HTML/CSS (Bootstrap), and produced trade show materials and custom illustrations.

SKILLS

Design: Product Design, Enterprise UX, Visual Design, Interaction Design, Information Architecture, Design Systems, Dashboard Design, Data Visualization, Prototyping, Responsive Design

AI & Emerging: AI Product Design, Human-AI Interaction, LLM Workflows, Model Training UX, AI-Assisted Design, Conversation Intelligence

Research: User Interviews, Usability Testing, Journey Mapping, Competitive Analysis, Surveys, Personas, Card Sorts, Current-State Analysis

Leadership: Product Strategy, Cross-Functional Collaboration, Design Sprints, Workshop Facilitation, Mentoring, Stakeholder Communication

Tools: Figma, Figma Make, FigJam, Miro, Jira, Azure DevOps, HTML, CSS, Claude Code, Cursor, Codex, Claude, Gemini, ChatGPT

EDUCATION

Arizona State University
Bachelor of Arts in Digital Art