

Ted Potter

Senior Product Designer

Enterprise UX • AI Product Design • B2B SaaS

Phoenix, AZ • 602-515-8362 • tedpotter23@gmail.com • [linkedin.com/in/tedlpotter](https://www.linkedin.com/in/tedlpotter) • tedpotter.com

SUMMARY

Senior product designer with 8 years in product design and 18 in design overall, focused on B2B SaaS and AI-native enterprise products. I establish design process where none exists, build research programs that drive product direction, and turn complex AI and enterprise workflows into interfaces nontechnical users can trust. Equally strong in visual systems and strategy, from design-system patterns to roadmap-shaping research.

SELECTED IMPACT

- Led a core workflow redesign that drove product growth from approximately \$4–6M to \$12–15M ARR.
- Designed AI signal training and human-AI review interfaces that made model evaluation usable for nontechnical enterprise teams.
- Contributed product design at two companies that reached unicorn (\$1B+) valuations.
- Shipped a consumer mobile app to 300K installs, \$150K in revenue, and a 4.3-star rating across nearly 7,000 reviews.

EXPERIENCE

Senior UX Designer | Invoca

Apr 2022 – Mar 2026

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

- 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

- 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.

Cross-Functional Leadership

- Facilitated goal-setting, How Might We, and problem-framing workshops to align cross-functional teams, a practice carried across engagements at Invoca, Interos, and VASA.

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 · Enterprise Supply Chain Risk Platform · UX Project Lead

Mar 2021 – Apr 2022

- 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 · Consumer Mobile App · UX Lead

Jul 2019 – Jan 2022

- 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, Claude, Gemini, ChatGPT

EDUCATION

Bachelor of Arts in Digital Art, Arizona State University