

Douglas Struble

Senior Product Designer · B2B SaaS and Complex Workflows

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SUMMARY

I build the design practice, not just the screens. Hired as the first designer at Intelisys, a technology services distributor, I spent six years on MyIntelisys, the platform several thousand telecom sales partners use to build orders, write contracts, and track commissions. I built the research function from nothing, ran the persona study that changed how the company segmented its partners, and owned the design system from audit through shipped React components. I go to the underlying model before I go to the interface.

CORE COMPETENCIES

Product Design · UX Research · Information Architecture · Interaction Design · Product Strategy · User Personas
Design Systems · Accessibility (WCAG) · Service Design · Usability Testing · Wireframing and Prototyping
Design Sprint Facilitation · Stakeholder Management · Cross-functional Collaboration · Mentoring · Agile
B2B SaaS · Enterprise UX · Figma (Design, Make, FigJam) · Storybook · Jira · Confluence · Google Analytics

EXPERIENCE

Intelisys, a ScanSource Company · Petaluma, CA · Remote

Mar 2020 to Jul 2026

MyIntelisys is the partner-facing platform for a technology services distributor, the wholesale layer connecting telecom providers such as AT&T and Verizon to the independent sales agents, MSPs, and IT consultants who sell their services. Sole product and UX designer on it for six years.

Product Designer

Jan 2023 to Jul 2026

- Redesigned the densest workflows on the platform, including the CableFinder contract builder, led from SME research through a working prototype. Rebuilt the Compass mapping tool and streamlined the path running from order creation through install and commissions.
- Owned the design system from audit through production, working directly with engineering on the React and Storybook build so the specs and the shipped components stayed in sync, and rebuilt the Figma component library to match production code.
- Set semantic UI standards for color, forms, drawers, and tabs, replacing years of one-off decisions, and designed a triage model for the platform's dense data tables. Redesigned the dashboard and led mobile-responsive design across the site.
- Wrote accessibility into the design system's definition of done: WCAG contrast standards, ARIA roles, keyboard navigation, focus states, and tab order. Applied WCAG 2.2 to the login redesign and specified keyboard-accessible row actions and screen-reader semantics for the data tables.
- Triaged a third-party UX audit of more than 280 findings into prioritized engineering tickets, turning an outside consultancy's raw output into work the team could actually schedule.
- Built a validation step that captured the reasoning behind a ticket, which a Jira ticket alone never held. It became the seed for generating mockups from ticket outlines using Figma Make.
- Trained a new PM and a new CX hire on the design process, co-built the UX internship program, and mentored the design intern through production work.

UX/UI Designer

Jan 2021 to Dec 2022

- Built the company's first research function, running 11 SME interviews, an 18-question partner survey, and a full analytics review. Restructuring the question order mid-study lifted the response rate from 25% to 36%.
- Built the first evidence-based partner personas, segmented against real tier data, then re-validated them a year later against actual usage. That pass caught an 18% misclassification and forced a rebuild of the model.
- The personas showed that partner size and tenure predicted what someone needed better than revenue tier did, which changed the metric the company used to segment its partners.
- Led the Supplier Portfolio and Guides redesign, the most-used feature on the platform, which hit 118% of its launch KPI target across traffic, time on page, search adoption, task completions, and cross-section navigation.
- Reworked the information architecture and navigation, introducing a persistent side nav and cutting the top nav from 8 sections to 5.
- Facilitated Design Sprints and Lightning Decision Jams for the dev and marketing organizations, not only for design.

UX Designer

Mar 2020 to Dec 2020

- First dedicated designer at the company, inheriting a platform with no component library, no style guide, and no research function. Established baseline design practice and introduced Figma as the company standard.
- Designed and facilitated a service blueprint for new-partner onboarding that spanned five departments.

SMUD, Sacramento Municipal Utility District · Sacramento, CA

May to Nov 2019

UX Specialist, Contract

- Facilitated SMUD's first internal design sprint, which launched the Sacramento Power Academy, the utility's lineman training program, as a B2B offering. The prototype shipped live.
- Led discovery on customer-facing workflows such as Auto Reconnect, working inside real business and technical constraints.
- Designed task flows, wireframes, and prototypes, presented the rationale behind them, and negotiated MVP scope. Used low-fidelity prototyping as an advocacy tool with stakeholders who had not worked with a designer before.

Struble Design · Self-employed · SF Bay Area and Remote

Sep 2015 to Apr 2020

Product Designer and Design Sprint Facilitator

- Heartwood Educational Collaborative, 2018. Co-designed a school website and brand as the UX designer on a two-person team, contracting with the studio that held the engagement and built the site in WordPress. Covered intake, brand identity, information architecture, and page design.
- Dallas Design Sprints, 2018. Facilitated a remote five-day design sprint for an online work referral network, running it from prototype through the final findings report.
- Noria Wines, Nov 2018 to Feb 2019. Cut site navigation from 16 pages to 5 and used survey data to reposition the brand.

EARLIER CAREER: EDUCATION LEADERSHIP, 2005 TO 2018

Thirteen years in education as class teacher, admissions director, and board member, most of it in Waldorf schools. The facilitation, curriculum design, stakeholder communication, and governance work I use in product design started here.

- Main Lesson Teacher, Sebastopol Charter School, Sebastopol, CA, 2017 to 2018. Built and taught the full 6th-grade curriculum and mentored other teachers.
- Admissions Director, Summerfield Waldorf School and Farm, Santa Rosa, CA, 2016 to 2017. Ran enrollment end to end and led a rebranding campaign, directing outside designers.
- Class Teacher and Board of Trustees Member, Greenwood School, Mill Valley, CA, 2010 to 2016. Carried one class from 4th grade through 8th, five consecutive years with the same students, owning their progression and outcomes with no option to hand off. Served on the Board and the School Director hiring committee.
- Enrollment Director, Waldorf School of the Peninsula, Los Altos, CA, 2005 to 2007. Ran enrollment during the school's high-school expansion planning and directed the design and content of a new school website.

EARLY DESIGN CAREER

EuroRSCG, The Prague Tribune, MSN, Banana Republic, eBay

2000 to 2010

Freelance Designer and Creative Director

- Brand strategy, logos, style guides, print and digital advertising, marketing collateral, websites, and ad banners. Art directed photo shoots for advertising and PR campaigns, including work for eBay.

EDUCATION

UX/UI Design Immersive · Bloc.io, full-time

Jan to Jun 2017

User Experience Design · General Assembly

Jun to Sep 2015

Waldorf Teacher Certification · Rudolf Steiner College

2007

BA, Art Studio · UC Davis

2002

CERTIFICATIONS

- Nielsen Norman Group, three of five courses toward UX Certification, Management specialty. UX Leader (2024), Designing Complex Apps for Specialized Domains, and Design Systems and Pattern Libraries.
- Design Sprint Masterclass, AJ&Smart with Jake Knapp, 2018.