

Douglas Struble

Senior Product Designer · B2B SaaS and Complex Workflows

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SUMMARY

I'm the architect of the product experience, not just its interior designer. Design projects arrive as solutions. My first job is finding the question underneath. The interface is the last decision, not the first one.

I'm a Senior Product Designer with 26 years across design, education, and leadership: graphic and web design and creative direction for brands including eBay and Banana Republic, a decade in schools, and UX since 2015, including SMUD's first internal design sprint. For six years I was the first and sole product designer at Intelisys, shaping the B2B SaaS platform several thousand telecom partners use to build orders, write contracts, and track commissions.

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

Apr 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. Worked on the Compass mapping tool and streamlined the path running from order creation through install and commissions.
- Carried the design system from audit to production without a dedicated project, partnering with the front end developer and engineering team on the React and Storybook build so specs and shipped components stayed in sync. Rebuilt the Figma component library to match production by reading the code directly.
- 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.
- Introduced accessibility checks where none had been run before: WCAG contrast testing on brand and icon colors, with component defaults updated to stay on brand and pass. Authored the data table specification requiring header scope, visible focus outlines under pinned columns, and keyboard-reachable row actions, carried into the shipped Storybook documentation.
- 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, a 17-question partner survey, and a full analytics review. Restructuring the question order mid-study lifted the response rate from 25% to 36%.
- Surfaced that internal staff, not partners, were the platform's heaviest users. Ran SME interviews with them and carried the findings into prototype validation of task flows and pain points.
- Built the first evidence-based partner personas, 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 how the product team thought about who it was building for and guided strategy and roadmap.
- 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

Apr 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: EDUCATIONAL LEADERSHIP, 2005 TO 2018

A decade in education as class teacher, admissions and enrollment 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. 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.