

# Drew Rattray

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## PROFESSIONAL SUMMARY

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Lead product designer with 8+ years shipping enterprise digital products, with direct experience designing conversational AI and NLP-powered interaction patterns. Background spans full-cycle UX ownership (discovery through launch), design system architecture, and cross-functional leadership with product, engineering, and compliance stakeholders. Track record of translating complex AI capabilities into accessible, enterprise-ready workflows, delivering measurable impact across financial services, media, and B2B SaaS. Adept at mentoring design teams and defining UX success metrics in regulated environments.

## CORE COMPETENCIES

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UX Design · Design Systems Architecture · End-to-End Product Design · Cross-Functional Leadership · User Research & Synthesis · Figma & Prototyping · Accessibility (WCAG) · Conversational & LLM Interaction AI Patterns

## WORK EXPERIENCE

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### Popular Bank 03/2024 – Present

*Senior Product Designer · Remote*

- Designed and shipped conversational AI flows using Voiceflow, applying NLP-driven interaction patterns to create customer service experiences that felt natural rather than scripted.
- Crafted accessible UI solutions that improved digital customer experience and increased website engagement across multiple touchpoints.
- Partnered with product managers, developers, and compliance stakeholders to align agentic AI designs with enterprise security requirements and business objectives.
- Analyzed interaction performance data and iterated on AI-assisted flows to optimize conversion rates by 10%.

### Bluebeam 09/2021 – 08/2023

*Design Manager · Remote*

- Translated high-level strategic vision from senior stakeholders into design direction and executional roadmaps for the team, aligning creative output with business objectives.
- Led design across product, marketing, and engineering teams; owned the component library and design system used across 4 product surfaces, driving a 28% increase in user satisfaction scores.
- Rebuilt the legacy website and design system end-to-end, coordinating cross-functional alignment across compliance, engineering, and marketing, lifting visitor engagement by 35%.
- Applied Design Thinking methodology to identify and resolve friction points; ran user testing via maze.co to reduce user errors by 13%.
- Managed and mentored a small design team of two direct reports, setting creative direction, running critique, and supporting their professional growth.

### PepsiCo 09/2023 – 03/2024

*Contract Senior Product Designer · Remote*

- Owned design and delivery across all digital surfaces for PepsiCo offerings, websites, product applications, and mobile apps, lifting user engagement by 31%.
- Conducted feasibility studies and integrated support workflows into the PepsiConnect app, applying enterprise interaction design patterns.
- Engineered the PepsiCo brand design system in Figma, reinforcing accessibility and design consistency across platforms.

**Spectrum** 03/2018 – 09/2021

Senior UI Designer · Stamford, CT

- Designed user interfaces achieving a 17% increase in adoption of Spectrum's digital platforms through user-centered design.
- Built scalable design systems and journey maps via 30+ user interviews, usability testing, and behavioral analysis, informing product decisions for 10M+ users.
- Partnered with product research to gather and analyze user data, improving task completion rates by 25%.
- Mentored three in-house designers, supporting professional growth and raising design output quality.

**NBC Sports** 07/2016 – 03/2018

Senior Interactive Designer · Stamford, CT

- Delivered 4+ interactive digital experiences across web, mobile, and digital media for one of the US's largest broadcast sports networks.
- Contributed to the PyeongChang Olympics production team, supporting the Apple TV Olympics App for 1M+ active users.
- Designed UI/UX for the NBC Sports Gold premium streaming app, increasing user retention by 32%.

**TIAA-CREF** 09/2015 – 07/2016

Contract Senior Digital Designer · Remote

- Directed the re-launch of the TIAA-CREF website in a regulated financial services environment; developed wireframes through high-fidelity designs within accessibility and compliance constraints.
- Built prototypes based on user flows using the in-house design system, improving task completion rates across financial products.

## EDUCATION

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**Master of Arts**, Savannah College of Art & Design

**Bachelor of Economics**, University of Connecticut

## SKILLS

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**Design Tools:** Figma, Adobe Creative Suite, Sketch, Miro, Webflow

**AI & Prototyping:** Voiceflow, Conversational AI Design, NLP Interaction Patterns, Prompt UX

**Methods:** User Research, Usability Testing, Design Systems, Wireframing, User Flows, Design Thinking

**Technical:** HTML, CSS, WordPress, Salesforce

**Process:** Agile, Jira, Cross-functional Collaboration, Stakeholder Management