

Avriel O'Connor

avrieloconnor@gmail.com | (773) 746-0064 | Richmond, CA | [Portfolio](#)

WORK EXPERIENCE

IncidentIQ

Mar. 2025 – Present

Director of Product Design

Remote

- IncidentIQ provides school districts with a comprehensive platform for managing IT assets, support tickets, and technology workflows.
- Revitalize a disengaged design team through regular syncs and achievement recognition, leading to increased productivity.
- Partner with Level Access to address accessibility issues, enhancing navigation and screen reader usability.
- Integrate design into PI Planning, improving feature prioritization and development timelines.
- Develop and implement UI/UX strategies boosting user satisfaction and development efficiency.
- Explore AI-driven design improvements, enhancing design system efficiency and prototyping.

Swing Education

Dec. 2021 – Nov. 2024

Director of Product Design

San Francisco, CA

- Swing Education connects schools with substitute teachers to ensure continuous learning opportunities.
- Lead and mentor a UX team, promoting members to senior positions and fostering design system learning.
- Develop a scalable Design System using Antd, reducing design time by 50%.
- Drive 'Classroom Readiness' initiative, developing resources to enhance teacher confidence.
- Optimize communication with targeted emails, increasing feedback response rates by 50%.
- Align UX strategy with business goals, supporting company growth and objectives.

Turnitin

Feb. 2019 – Sep. 2020

Manager of User Experience & Design

Oakland, CA

- Turnitin provides academic integrity and originality checking solutions worldwide.
- Lead an international team of 9 Product Designers, fostering growth through development plans.
- Create and implement a scalable Design System using Sketch for consistency across platforms.
- Facilitate bi-weekly design reviews and workshops to boost collaboration and creativity.
- Coordinate with cross-functional teams, improving communication and reducing release cycles.

Webgility

Jan. 2018 – Feb. 2019

Manager of User Experience & Design

San Francisco, CA

- Webgility provides e-commerce solutions for seamless online operations management.
- Manage design teams and oversee all design aspects, including the marketing website.
- Establish a beta testing program for user feedback, ensuring successful launches.
- Implement a Voice of Customer program for data-driven design decisions.
- Oversaw redesigns that increased trial conversions by 10% and reduced onboarding time by 20%.
- Redesign online interface to increase retention by 40%.

EDUCATION

Michigan State University

Dec. 2007

Bachelor of Arts in Psychology

Lansing, MI

Adler University

2008 – 2010

Master of Arts, Psychology

Chicago, IL

SKILLS & TECHNOLOGIES

- **Skills:** Analytical Skills; Conflict Resolution; Team Building; Leadership & Strategy; Team Development & Mentorship; Product Design Leadership; Stakeholder & Executive Collaboration; Design Strategy & UX Roadmapping; PI Planning & Cross-Functional Alignment
- **Technologies:** Figma; FigJam; Adobe CC; Jira; Confluence; ADO (Azure DevOps); Agile; Scrum; Lean UX; Prototyping & Wireframing; Information Architecture