

Avriel O'Connor

Director of Product Design

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A passionate design leader focused on building teams that deliver exceptional results. Expertise includes mentoring designers to achieve promotions, creating scalable design systems, and embedding a culture of research. Great design emerges from collaboration, clear vision, and a commitment to fostering critical thinking, creative problem-solving, and alignment around a shared purpose to create meaningful, impactful experiences.

Work History

12/2021 - 11/2024	Director of Product Design Swing Education - San Francisco, CA <ul style="list-style-type: none">Mentored and developed a high-performing team, resulting in multiple promotionsEstablished a Design System that reduced design time by 50% and accelerated development workflowsPartnered with the UX Writer and Engineering to enable real-time copy edits, cutting production time from over 6 weeks to minutesIncreased substitute feedback rates by 50% through redesigned email communicationsIntroduced and scaled a Voice of Customer program, fostering a culture of research and organizing company insightsCollaborated with executives on roadmap planning and led team organization, overseeing squads across multiple product areas
09/2020 - 03/2022	Freelance UX Professional Self Employed - Richmond, CA <ul style="list-style-type: none">Mentored UX Design students at Springboard, achieving a 100% job offer rate post-graduation.Delivered UX and design consulting to startups, increasing user retention and improving NPS scores.Conducted user research and optimized onboarding flows for Swing Education, reducing drop-offs and improving activation rates.
02/2019 - 09/2020	Manager of User Experience & Design Turnitin - Oakland, CA <ul style="list-style-type: none">Led and mentored an international team of Product Designers, supporting their career growth and performanceCreated strategic vision to overhaul and implement a scalable Design System, streamlining workflows and improving consistencyOrganized and facilitated bi-weekly design reviews and quarterly workshops, ensuring project success through all stages of developmentCoordinated cross-functional collaboration between Product, Engineering, and Design, improving communication and accelerating releases
01/2018 - 01/2019	Manager of User Experience & Design Webgility - San Francisco, CA <ul style="list-style-type: none">Designed and implemented a Voice of Customer program to inform data-driven design decisionsOversaw redesigns that increased trial conversions by 10% and onboarded new users 20% faster
04/2017 - 01/2018	Senior User Experience Designer Webgility - San Francisco, CA <ul style="list-style-type: none">Created Webgility's first beta-testing environment, improving user feedback collection and retention ratesIncreased on-boarding activation by 20% through user-testing, A/B testing, and collaborating with Product Managers for data collectionRedesigned Webgility's online product interface making it more user-friendly and increasing user retention by 40%
06/2016 - 04/2017	UX Teacher & Mentor General Assembly - San Francisco, CA <ul style="list-style-type: none">Managed and mentored a cohort of 30 students in an immersive UX course, with over 75% securing job offers within six months of graduationPlanned lessons, created UX-related activities and UX Design Projects thattaught students the fundamentals of User Experience Design

Education

01/2008 - 06/2010	Master of Arts: Psychology Adler University - Chicago, IL
08/2004 - 12/2007	Bachelor of Arts: Psychology Michigan State University - East Lansing, MI