

Avriel O'Connor

Director of Product Design

Professional Summary

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.

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Work History

Swing Education - Director of Product Design

San Francisco, CA

12/2021 - 11/2024

- Mentored and developed a high-performing UX team, resulting in multiple promotions and a culture of design excellence.
- Led the creation of a scalable Design System, reducing design time by 50% and improving collaboration with Engineering and Product.
- Drove user research initiatives, launching a Voice of Customer program that influenced roadmap decisions and improved user engagement.
- Optimized email communications, increasing substitute teacher response rates by 50%, improving retention, and ensuring better feedback loops.
- Partnered with UX Writing and Engineering to enable real-time content updates, cutting production time from 6+ weeks to minutes.
- Owned key design initiatives, ensuring projects met business goals and user needs while effectively managing resources across multiple product areas.

Turnitin - Manager of User Experience & Design

Oakland, CA

02/2019 - 09/2020

- Led and mentored an international UX team, enhancing team performance and streamlining design workflows.
- Defined and led a comprehensive Design System overhaul, ensuring cross-platform consistency and improving design efficiency.
- Facilitated cross-functional collaboration between UX, Engineering, and Product teams, accelerating releases and improving handoff processes.
- Implemented user research methodologies, enhancing product decisions with data-driven insights and usability testing.

Webgility - Manager of User Experience & Design

San Francisco, CA

01/2018 - 02/2019

- Established Webgility's first beta-testing environment, improving user feedback collection and enhancing research practices.
- Designed & implemented Voice of Customer programs, enabling data-driven UX decisions and improving user retention by 40%.
- Led a complete redesign of the Webgility platform, improving usability and increasing onboarding activation by 20%.

Webgility - Senior User Experience Designer

San Francisco, CA

04/2017 - 01/2018

- Redesigned Webgility's online product interface, improving usability and increasing user retention by 40%.
- Increased onboarding activation by 20% through user testing, A/B testing, and collaboration with Product Managers for data collection.

Mentorship & UX Consulting

UX Design Teacher & Mentor - Springboard & General Assembly

- Mentored 30+ UX design students, achieving a 75%+ job offer rate within six months of graduation.
- Developed and delivered UX workshops & courses, coaching students in research, design thinking, and usability testing.

Freelance UX Consulting

- Provided UX and design strategy consulting for startups, optimizing onboarding, user retention, and NPS scores.
- Conducted user research & usability testing to improve product-market fit.

Education

Adler University

Master of Arts Psychology

Chicago, IL

01/2008 - 06/2010

Michigan State University

Bachelor of Arts Psychology

East Lansing, MI

08/2004 - 12/2007

Skills & Expertise

- Leadership & Team Development
- Design Systems
- User Research
- Enterprise SaaS UX
- Cross-Functional Collaboration
- EdTech UX & Service Design
- Accessibility & Inclusive Design
- Design Strategy & UX Roadmapping
- Stakeholder & Executive Collaboration
- Enterprise Workflow Optimization