

Avriel O'Connor

Director Of Product Design

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I'm a passionate design leader who thrives on building teams that deliver exceptional results. Whether mentoring designers to achieve their next big promotion, creating scalable design systems, or embedding a culture of research, I believe great design starts with collaboration and clear vision. My goal is to help teams think critically, solve creatively, and align around a shared purpose—creating experiences that truly make a difference.

Work history

2022-05 - 2024-11

Director of Product Design

Swing Education, San Francisco, CA

- Mentored and developed a high-performing team, resulting in multiple promotions
- Established a Design System that reduced design time by 50% and accelerated development workflows
- Partnered with the UX Writer and Engineering to enable real-time copy edits, cutting production time from over 6 weeks to minutes
- Increased substitute feedback rates by 50% through redesigned email communications
- Introduced and scaled a Voice of Customer program, fostering a culture of research and organizing company insights
- Collaborated with executives on roadmap planning and led team organization, overseeing squads across multiple product areas

2019-02 - 2020-09

Manager of User Experience & Design

Turnitin, Oakland, CA

- Led and mentored an international team of Product Designers, supporting their career growth and performance
- Created strategic vision to overhaul and implement a scalable Design System, streamlining workflows and improving consistency
- Organized and facilitated bi-weekly design reviews and quarterly workshops, ensuring project success through all stages of development
- Coordinated cross-functional collaboration between Product, Engineering, and Design, improving communication and accelerating releases

2018-01 - 2019-01

Manager of User Experience & Design

Webgility, San Francisco, CA

- Designed and implemented a Voice of Customer program to inform data-driven design decisions
- Oversaw redesigns that increased trial conversions by 10% and onboarded new users 20% faster

2017-04 - 2018-01

Senior User Experience Designer

Webgility, San Francisco, CA

- Created Webgility's first beta-testing environment, improving user feedback collection and retention rates
- Increased on-boarding activation by 20% through user-testing, A/B testing, and collaborating with Product Managers for data collection
- Redesigned Webgility's online product interface making it more user-friendly and increasing user retention by 40%

2016-06 - 2017-04

UX Teacher and Mentor

General Assembly, San Francisco, CA

- Managed and mentored a cohort of 30 students in an immersive UX course, with over 75% securing job offers within six months of graduation
- Planned lessons, created UX-related activities and UX Design Projects that taught students the fundamentals of User Experience Design

Education

Master of Arts: Psychology

Adler University - Chicago, IL

Bachelor of Arts: Psychology

Michigan State University - East Lansing, MI