

AJ Harris

Product Designer

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SUMMARY

Product Designer with 4+ years in enterprise conversion flows, marketing web platforms, and design systems for Freshworks, AT&T Business, Brightspeed, and Progress Residential. Diagnosed a 48% applicant drop-off through behavioral analytics, cut QA cycles from days to one hour by restructuring a design system, and delivered coded prototypes now live in production.

EXPERIENCE

Product Designer, Freshworks (Contract via The Select Group) | Remote Feb 2026 – Present

- Led the demo library redesign through a mid-project rebrand to launch, prototyping 3 directions in Claude Code that engineering used to build the live page, with filtering and a chapter-ready player.
- Benchmarked 8 competitor event pages and rebuilt Freshworks' event and webinar template around the reason to attend, so marketers can run it from save-the-date to on-demand replay in 4 product themes.
- Consolidated 11 sign-up URLs across 8 pages into a single configurable template that updates in one place.
- Prototyped coded motion interactions, including a homepage hero particle system with live controls that engineering implemented on freshworks.com.
- Introduced a team-wide spike format pairing rapid component reskins with competitive research and Figma concepts, giving design reviews a consistent starting point.

UX Designer, Progress Residential | Tempe, AZ May 2025 – Aug 2025

- Traced a 48% applicant drop-off at payment to a status card that looked clickable but wasn't (7,396 dead clicks in Fullstory), and turned the findings into prioritized recommendations.
- Designed and prototyped a mobile-first status dashboard merging 3 disconnected post-submission pages, with in-page payment, upfront deadlines, and co-applicant reminders.

Product Designer, Freshworks (Contract via Bluehawk Consulting) | Remote Feb 2025 – Apr 2025

- Migrated 750+ freshworks.com pages onto a unified component library, rebuilding each component against live production.
- Ran design QA across the migration, validating spacing, responsive behavior, and WCAG 2.1 compliance.

Product Designer, CGI | Remote Apr 2022 – Jan 2025

- Migrated the AT&T Business design system from Adobe XD to Figma as a shared foundation plus AEM and Azure libraries (300+ styles and components), with a Figma-based onboarding guide.
- Wrote design system QA guidelines that let engineers self-verify their builds, reducing handoff errors.
- Fixed swatch visibility and added multi-image galleries in the AT&T Business buy flow, testing swatches against 8 color-vision types (live for 3+ years).
- As sole designer on Brightspeed Business, rebuilt its design system from tokens up (52 color primitives, 75 tokens, 48 text styles, ~30 component spec sheets), cutting QA cycles from 1-2 days to about an hour.
- Redesigned Brightspeed's solutions section for 64% mobile traffic with tabs and swipeable cards, cutting stack height 60%.

SKILLS

Design & Systems: Figma (Variables, Tokens, Component Slots, Auto Layout), Design System Architecture, Responsive Web Design, WCAG 2.1/2.2, High-Fidelity Mockups

AI & Prototyping: Claude Code, Coded and Motion Prototyping, Front-End Builds, AI-Assisted Research Synthesis

Research & Analytics: Fullstory, Maze, Usability Testing, Competitive Analysis, Conversion Analysis

Collaboration: Agile/Scrum, Developer Handoff, Design QA, Stakeholder Facilitation, Cross-Functional Leadership

EDUCATION

B.S. Management Information Systems, University of Arizona (Eller College of Management)

2018