

Hillary Mellin
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Professional Summary

Senior Product Designer specializing in B2B SaaS workflows and design systems. Known for translating complex problems into elegant, intuitive solutions that scale across web and mobile. Experienced in guiding products from zero-to-one and iterating mature systems to improve efficiency and adoption. Strong cross-functional partner who bridges product, engineering, and user needs to deliver business impact. Passionate about responsible AI use, accessibility, and shaping tools that improve everyday work for both first-time users and seasoned experts.

Designs with joy.

Skills & Abilities

- Product Design: SaaS workflows, zero-to-one products, iterative system improvements
- Design Systems: Building, scaling, and documenting component libraries
- Prototyping & Handoff: High-fidelity Figma prototypes, specs, and interaction design
- Research & Testing: User interviews, workshops, and usability testing
- Collaboration: Partnering with PMs, engineers, and leadership to align product vision
- Responsible AI Use: Enhancing iteration, documentation, and alignment without replacing critical thinking
- Visual Design: Digital design, branding, and illustration

Work Experience

Senior Product Designer | Aiwyn
December 2024 – Present

- Designed and launched the new Home page, establishing a scalable widget framework now used across all personalized dashboards.
- Delivered the first five widgets — Action Items, Workload Overview, Needs Attention, Time Allocation, and Pooled Work Queue — each addressing a distinct workflow problem for staff and managers.
- Designed Action Items, the new center of work on Aiwyn’s Home page. Consolidated all assigned work into a single, actionable list with a smart “Recommended” sort, reducing time spent prioritizing and establishing a feature now highlighted in sales demos.
- Built the Problem Definition Builder, an AI-powered interactive tool that helps teams create structured, trustworthy strategy documents through guided questioning and iteration. Designed to enhance critical thinking and alignment, not replace it, and selected as part of Aiwyn’s AI-first product exploration.
- Expanded the design system with new components (segmented control, action bar), improving consistency and accelerating engineering delivery. Partnered with engineering to implement and document in Storybook.

Senior Product Designer, Contractor | Extenteam
July 2024 – October 2024

- Led end-to-end design for a zero-to-one SaaS platform and native iOS app streamlining customer service recruitment.
- Owned the full design process, from architecture and wireframes to high-fidelity prototypes, while establishing a cohesive design system.
- Collaborated closely with engineering and product management to define user needs, ensure accessibility, and balance usability with scalability.

Product Designer 3 | Abl Schools
August 2021 – April 2024

- Led design of a high school course recommendation tool, applying qualitative and quantitative research to support better student outcomes.
- Drove zero-to-one development of the Manage Data App, improving data accuracy and streamlining operational workflows.
- Conducted user research and usability testing, refining user journeys and driving iterative design improvements.
- Established a scalable design system guided by Google Material, ensuring consistency and efficiency across the product.

Product Designer | Jetpack Workflow
January 2017 – July 2021

- Led end-to-end product design for SaaS workflow tools, delivering engineering-ready files that aligned user needs with business goals.
- Enhanced brand and marketing presence through visual design and illustration, creating a cohesive experience across web and print.
- Partnered cross-functionally with product and engineering to refine workflows and improve usability across the platform.

Freelance Designer
July 2016 – January 2017

- Delivered UI/UX, mobile app design, user research, and visual design services for clients across industries.

Experience Designer | SapientNitro
September 2015 – July 2016

- Conducted usability research and UI design for financial services clients.
- Designed an accessibility tool for hearing-impaired users, ensuring compliance and usability.

Education

Carnegie Mellon University
BS in Social & Decision Science, with an additional major in Human-Computer Interaction