

Trey Underwood

Senior Product Designer

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Senior product designer with nearly a decade designing enterprise and B2B SaaS software, owning the full UX lifecycle from research and wireframing through high-fidelity prototypes and engineering handoff. I turn sophisticated enterprise behavior such as workflow orchestration, multi-step processes, and data-heavy operations into clear, operator-friendly interfaces.

EXPERIENCE

Product Design Manager, Vsimple

April 2025 – Present

Workflow and coordination platform for B2B teams.

- Designed vAI, an AI-powered workflow assistant, end-to-end from discovery through launch, shaping the interaction patterns that let it automate recurring tasks and take manual data entry off users' plates.
- Led the platform redesign across web and mobile, owning information architecture and multi-step workflows and aligning product and engineering on scope and sequencing; lifted adoption 42% and sped task completion 30%.
- Designed a tokenized, enterprise-grade design system with light and dark modes and WCAG 2.1 AA accessibility, giving engineering a consistent component foundation to build and scale on.
- Translated enterprise customer research and usability testing into a prioritized set of workflow refinements that streamlined onboarding for new accounts.
- Accelerated delivery by directing AI coding tools (Cursor, Claude Code) to turn designs into production-ready prototypes, compressing the path from concept to working software.
- Documented states, edge cases, and acceptance criteria for development handoff, then stayed through implementation, beta, and bug triage to protect design quality.

Founder & Head of Product Design, Nululab

Aug 2016 – April 2025

Independent product design studio across SaaS, fintech, and professional services.

- Owned product design from concept to launch for multiple 0-to-1 startups, making the calls on interaction and visual design, design systems, and usability; contributed to launches generating over \$5M in collective client revenue.
- Built scalable UI frameworks and design systems that shortened the design-to-development cycle across client teams.
- Ran research, prototyping, and usability testing to sharpen product-market fit, redesigning onboarding flows to reduce early churn.
- Shipped marketing and product experiences end to end, including a site redesign that lifted demo requests and qualified leads.

SKILLS

Design Interaction and visual design, design systems and component libraries, information architecture, wireframing, prototyping, accessibility, responsive and cross-platform.

AI & Workflow AI-driven feature design, AI-augmented prototyping, design-to-code with AI coding tools (Cursor, Claude Code).

Product & Research Product strategy, requirements and PRDs, roadmapping, experimentation, metrics and analytics, user research, usability testing, discovery.

Tools Figma, Framer, Mixpanel, Google Analytics, Hotjar, Maze, Dovetail.