

Samuel (Sam) Lombardo

Director of Product Design | AI-Native Product Builder

Turning Complexity into Clarity

Orlando, FL | (407) 607-1039 | samueljolombardo@gmail.com | [LinkedIn](#) | [Portfolio](#)

EXECUTIVE LEADERSHIP PROFILE

Director of Product Design with 12+ years of experience leading enterprise SaaS transformation, AI-powered product innovation, and design organization growth. My experience includes leading enterprise SaaS ecosystems serving 10,000+ users, developing and scaling design organizations ranging from 8 to 30+ designers per team, and founding ClarityOS, an AI-native SaaS platform built from concept to market. I am recognized for simplifying complexity, strengthening organizational capability, and helping teams make better product decisions through clarity, alignment, and execution.

EXECUTIVE IMPACT

- 12+ years of product design leadership
- Enterprise SaaS platforms scaled to 10,000+ users
- Founder of ClarityOS, built and launched four AI-powered products
- Developed and scaled design organizations from 8 to 30+ designers per team
- Led 40+ product launches across multiple industries

CORE LEADERSHIP EXPERTISE

Product Design Leadership, Enterprise SaaS, AI-Native Product Strategy, Product Strategy, Product Discovery, Design Systems, DesignOps, Executive Stakeholder Leadership, Organizational Design, Cross-Functional Leadership, Team Development, Business Transformation

PROFESSIONAL EXPERIENCE

Founder & Head of Product Design | ClarityOS, Digital Tech Solutions LLC | Orlando, FL (Remote) **March 2026 - Present**

- Defined the vision, strategy, and execution roadmap for a four-product AI-native SaaS ecosystem, balancing customer needs, business priorities, and technical feasibility from concept through launch.
- Led product strategy and end-to-end design across discovery, AI interaction design, design systems, customer validation, onboarding, pricing, and go-to-market execution.
- Built and launched a unified AI-native SaaS ecosystem consisting of four production-ready products supported by a scalable design system and shared product architecture, reaching 350 users within 4 months of launch.
- Established continuous customer feedback loops that informed roadmap prioritization, validated product-market fit, and guided iterative product decisions, reducing time-to-decision on roadmap changes by 45%.

Director, User Experience & Product Design | JRA, Part of RWS Global | Cincinnati, OH (Remote) **June 2024 - February 2026**

- Established enterprise design governance, DesignOps, and scalable design systems across a seven-platform SaaS ecosystem, improving organizational consistency and execution.
- Built and developed a high-performing distributed team of 8–12 product designers, creating structured coaching, career development, and design quality practices that strengthened both individual growth and organizational capability.
- Partnered with Product, Engineering, Customer Success, and executive stakeholders to align product strategy, customer needs, and delivery priorities, contributing to a 22% increase in product adoption and an 18% increase in customer retention.

Director of Product Strategy & Experience | Haan Consulting Group | Alpharetta, GA (Remote) **August 2021 - June 2024**

Concurrent remote consulting practice operated alongside full-time employment at Scenario (September 2021 - May 2023).

- Directed product strategy across 40+ launches, aligning executive stakeholders, customer insights, and technology investments to accelerate product delivery and business growth.
- Built and scaled design organizations from 10 to 30 designers, establishing hiring strategies, career frameworks, DesignOps practices, onboarding systems, and operating models that improved 90-day ramp efficiency by 50%.
- Established enterprise design systems and governance frameworks that reduced design debt, improved consistency, and enabled cross-functional product teams to deliver more efficiently across complex product portfolios.
- Guided executive stakeholders through product discovery and roadmap development, translating customer insights into investment priorities and long-term product strategy.

Creative Design Lead | Scenario | Orlando, FL (Onsite)

September 2021 - May 2023

- Led cross-functional teams across projects ranging from \$1M to \$500M, balancing creative vision, operational feasibility, business objectives, and client expectations.
- Built executive confidence through strategic storytelling and stakeholder presentations, contributing to a 75% concept approval rate.
- Delivered 35 major projects with 100% on-time delivery while maintaining a 95% rework-free record through stronger planning and stakeholder alignment.

Director of Digital Product & Design | Demetree Global | Winter Park, FL (Onsite)

August 2017 - August 2021

- Led the digital transformation of a complex real estate platform, modernizing product strategy, UX architecture, and design systems to support growth from 10,000 to more than 50,000 users.
- Led a 60-person Design and Marketing organization, improving operational clarity, cross-functional alignment, and execution.
- Reduced decision-making time by 35% and accelerated concept-to-launch timelines by 40% through improved information architecture, streamlined workflows, and stronger collaboration between business and technology teams.
- Increased brand engagement by 25%, improved sales conversions by 15%, and reduced production time by 25% by aligning product strategy, marketing execution, and customer experience around shared business objectives.

Senior Product Experience Designer | Falcon's Creative Group | Greater Orlando, FL (Onsite)

November 2014 - August 2017

- Directed UX strategy across 35+ enterprise platforms, simplifying complex workflows and improving user experiences across large-scale operational ecosystems.
- Led multidisciplinary teams across creative, technical, and operational disciplines, strengthening collaboration and improving execution.
- Increased user engagement by 25% while reducing customer support needs by 30% through improved information architecture, onboarding, and interaction design.

TECHNICAL SKILLS

Product: Product Strategy, Product Discovery, UX Strategy, Design Systems, DesignOps

AI: Claude, Claude API, Cursor, Lovable

Design: Figma, FigJam, Framer, Adobe Creative Cloud

Development: React, Tailwind CSS, Supabase

Collaboration: Jira, Confluence, Notion

EDUCATION

Master of Fine Arts (M.F.A.), Digital Design Media, Full Sail University

Bachelor of Fine Arts (B.F.A.), 3D Computer Animation, Digital Media Arts College