

Trey Underwood

Senior Product Designer

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Product designer with nearly a decade owning end-to-end design across consumer and operator-facing software, from early concept through shipped feature. I design for two audiences at once: the person using the app and the business that has to deliver on what the app promises. Deep in Figma, fluent in design systems and accessibility, and I prototype with AI coding tools like Claude Code to put working software in front of stakeholders instead of static screens.

EXPERIENCE

Product Designer, Vsimple

April 2025 – Present

Workflow and coordination platform for B2B teams.

- Owned end-to-end design of vAI, an AI-powered workflow assistant, from discovery through launch, shaping the interaction patterns that automate recurring tasks and take manual data entry off users' plates.
- Prototyped concepts with AI-assisted coding tools (Claude Code, Cursor), turning designs into working, production-ready software and compressing the path from idea to something stakeholders could actually use.
- Led the platform redesign across mobile and desktop web, owning information architecture and multi-step workflows and aligning product and engineering on scope and sequencing; lifted adoption 42% and sped task completion 30%.
- Built a tokenized design system in Figma using components, variants, variables, and auto-layout, with light and dark modes and WCAG 2.1 AA accessibility, giving engineering a consistent foundation to scale on.
- Ran usability testing and translated customer research into a prioritized set of workflow refinements that streamlined onboarding for new accounts.
- Produced production-ready blueprints documenting states, edge cases, and acceptance criteria, then stayed through implementation and visual QA to protect design quality at ship.
- Translated constraints from engineering, product, and go-to-market stakeholders into clear design decisions, and brought partners along through working sessions and reviews with senior leadership.

Founder & Head of Product Design, Nululab

Aug 2016 – April 2025

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

- Owned product design from 0 to 1 for multiple startups, making the calls on interaction and visual design, design systems, and usability; contributed to launches generating over \$5M in collective client revenue.
- Designed mobile-first responsive experiences and native app patterns across iOS and Android, adapting to platform conventions while holding a consistent product voice.
- 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 End-to-end product design, interaction and visual design, design systems and component libraries, information architecture, mobile-first responsive web, iOS and Material Design patterns, accessibility (WCAG 2.1 AA), prototyping.

AI & Prototyping AI-assisted prototyping and design-to-code (Claude Code, Cursor), AI-driven feature design.

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

Tools Figma (auto-layout, components, variants, variables, prototyping), Framer, Mixpanel, Google Analytics, Hotjar, Maze, Dovetail.