

# Lucinda Harris

Founding, Principal Product Designer

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Founding Product Designer with 7+ years of experience designing complex B2B SaaS and AI products. Leads work from early research and product strategy through launch and tracking. Builds the design systems, visual language, and UX practices teams need to scale. Recent work includes AI-powered engineering tools that helped a single customer uncover more than \$200K in unexpected software spend.

## EXPERIENCE

### Topogy | Founding, Principal Product Designer

2025 - Present

- Established and leads the design workflow, defining product requirements, research, design reviews, and the day-to-day collaboration model for a fast-moving founding team.
- Built and continue to refine an agentic product development workflow, using Figma Make, Cursor, Claude, ChatGPT, Linear & GitHub Copilot for prototyping, implementation, code review, and ticket creation; so far, have reduced implementation time by 75%.
- Introduced Topogy's first design system and visual language, giving the team a consistent, accessible foundation for building and scaling new features.
- Helped secure Topogy's first three customers by turning early product concepts into polished, testable experiences and iterating quickly on buyer feedback.
- Launched an AI-powered recommendations engine across AWS, Datadog, Snowflake, and OpenAI. One Series C customer uncovered unexpected Datadog overage charges accounting for 30% of their annual contract spend.

### Catalyst | Director, Product Design

Jan 2023 - 2025

- Mentored and led a team of four Product Designers, setting clear expectations, supporting career growth, and creating opportunities for greater ownership; two designers were promoted within my first year as manager.
- Reduced designer ramp-up time by 20% through structured onboarding, while establishing design reviews, design-thinking workshops, storytelling practices, and closer collaboration on the product roadmap.
- Led design strategy through the Catalyst and Totango merger, unifying key patterns and experiences across the combined platform.

### Catalyst | Senior Product Designer

Jun 2021 - Jan 2023

- Led more than 13 end-to-end product initiatives from research through launch, including the most widely adopted feature in Catalyst's history, reaching 74% adoption of all customers and 100% of at-risk customers..
- Owned design for Data and Analytics, simplifying reporting, organizational metrics, customer health, and early AI experiences while introducing faster unmoderated research practices.
- Created Taro, Catalyst's accessible design system, improving product consistency and giving teams a shared foundation for building scalable and consistent features.

### IBM | Product Designer

Jan 2020 - Jun 2021

- Designed IBM Security SOAR's award-winning Playbook Designer, a single-canvas tool for building orchestration and automated incident-response workflows.
- Created the prototype that helped secure a two-year client contract. ›
- Achieved a 100% accessibility testing score on the first design iteration by incorporating inclusive design requirements from the start.

## SKILLS

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**Product:** Product strategy, agentic workflows, holistic product design, UX research, interaction design, information architecture, design systems, visual design, prototyping, accessibility, data visualization, facilitation, storytelling, design-thinking, team leadership

**Tools:** Figma, Cursor, Claude, ChatGPT, Jira, Linear, GitHub, Adobe Creative Suite, Sketch

## AWARDS

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**IBM SOAR Playbook Designer:** iF Design Award, Digital Media Interfaces (2023); Red Dot Design Award, Interface & User Experience Design (2022); IBM Outstanding Technical Achievement Award (2021)

## EDUCATION

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**West Virginia University:** B.S. Design Studies, minor in Communications & Theater, Magna Cum Laude

**Springboard UX Intensive:** 8-month UX design program focused on research, product thinking, and interaction design