

MACIE WOOD

Senior Product Designer

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Strategic Design Leader (6 YOE) driving 0-to-1 product growth across B2B SaaS and D2C consumer products. Partners with executives and product leaders to connect user research and design directly to revenue growth. Mentors designers and builds custom AI tools to empower product teams, accelerating shipping velocity without sacrificing craft or trust.

SKILLS

AI-Native Design: Claude, Claude Code, Figma, Figma AI, Codex, Coded Prototyping, Git/GitHub, AI Experimentation

Design Systems: UI Design, Component Libraries, Design Tokens, Multi-Brand Theming, Accessibility

Platforms: Web, iOS, Android, CTV, Responsive Design

Strategy: 0-to-1 Design, Continuous Discovery, Journey Mapping, Stakeholder Management, Design Mentorship, Facilitation, Cross-collaboration, UX Research, Usability testing

EXPERIENCE

Versant Media

Senior Product Designer

Sept 2025 - Current

- Lead product design for fintech and e-commerce products, transforming complex business and legal requirements into simple trustworthy tools for admins and consumers.
- Rebuilt the core design system for AI workflow, matching design tokens to the codebase to enable accurate, code-ready prototyping.
- Increased checkout conversion by 70% (4.5% to 7.7%) by redesigning login and checkout flows with a 1-step email login and 1-click subscription purchase.
- Created a design QA and critique framework across teams, reducing rework and cutting release times by 30%.

NBCUniversal

UX Designer II

Aug 2024 - Sept 2025

- Drove a record-growth year as lead designer across web, mobile, and CTV apps, scaling concurrent viewers to 917K (+1,222% YoY) and growing subscriptions by 103% (23K+).
- Partnered directly with senior executives to shape product strategy and define success metrics for high-impact product initiatives.
- Established a continuous discovery workflow that grounded product priorities in research rather than opinions, scaling the model to other teams.
- Founded the team's first design internship program, mentoring incoming designers on craft and process.

UX Designer

Dec 2021 - Aug 2024

- Ran rapid user interviews on a tight deadline to diagnose customer churn, dropping schedule complaints 5x and shifting product strategy; earned the NBCUniversal GEM Award.
- Facilitated a division-wide journey mapping workshop that unified two product teams on a shared roadmap; adopted as standard company practice.
- Designed scalable B2B SaaS admin and operational tools across web and mobile, tailored for complex, multi-persona user roles.

UX Design Freelancer

Mar 2020 - Dec 2021

- Lead design projects across enterprise, real estate, architecture, and music festivals — producing UX, brand, and marketing work for early-stage and established clients.
- Companies include: Equinix, Villuna, Isman Design, and Omega Events

EDUCATION

Northern Arizona University

B.A. Visual Communication & Graphic Design

2021

Google

UX Design Professional Certificate

2022