
STEVEN HARLEY

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EDUCATION

Michigan State University
Bachelor of Science (B.S.), Psychology

DESIGN EXPERTISE

Interaction & Experience Design
Design Systems Development
Prototyping with mocks or code
User Research & Usability Testing
Accessibility Standards (WCAG)
Cross-Platform Design (Web, Mobile, TV)

TECHNICAL SKILLS

Figma, Adobe Creative Suite
HTML, CSS, JavaScript/TypeScript
Storybook, Component Libraries
Git, Github, Pull Requests
CMS Implementation

LEADERSHIP & COLLABORATION

Cross-Functional Team Coordination
Product Strategy & Roadmapping
Stakeholder Critiques & Presentations
Designer & Dev Mentorship
Agile/Iterative Design Processes
A/B Testing & Data-Informed Design

PRODUCT STRATEGY

MVP Development & Validation
User-Centered Product Discovery
Design & Development Integration
Product-Market Fit Analysis

DESIGN × DEVELOPMENT

Product designer with 15+ years of experience bridging design and development, launching innovative products, and translating user needs into business impact.

EXPERIENCE

Material Security · Senior Product Designer · Feb 2022 - Mar 2025

Led design for security products, balancing complex technical requirements with intuitive user experiences.

- **Multi-Disciplinary Design:** Owned Data Protection for Google Drive design from concept to launch, an initiative that helped transform our focus from email-only to comprehensive cloud workspace security. Designed the core product, contributed to the front-end code, and created assets for sales decks and marketing visuals.
- **Product Strategy:** Collaborated closely with PMs, engineers, and key customers to define and execute the design roadmap for the entire Data Protection product. Simplified complex requirements into interfaces that customers would understand.
- **Design Systems:** Created shared patterns in Figma and implemented them in Storybook, making development faster and more reliable. Defined and implemented a complete UI color system with accessibility tooling to promote proper usage.
- **Visual Design:** Expanded on Material's initial brand with illustrations and graphics that communicated our security concepts while staying within constraints to maintain consistency. Applied these across our website, social channels, and even trade show booths to drive interest and engagement.

Freelance Design & Development Projects · Apr 2020 - Feb 2022

Provided strategic design and development expertise to clients across various industries, with a focus on growth while crafting cohesive, user-centered experiences together.

- **Responsive Web:** Built responsive, accessible web experiences using modern front-end technologies including headless CMSs, React & TypeScript, and component-based architectures. Mobile-first approach to design and development for the web, including mobile-specific approaches and chat-based user experiences.
- **Component-Based Design:** Created modular systems that clients could extend and maintain. Built reusable patterns like landing pages and forms that solved specific business problems while maintaining design consistency.
- **End-to-End Project Ownership:** Handled projects from kickoff through launch. Managed priorities, gathered requirements, created prototypes, designed interfaces, and wrote production-ready code.
- **Client Collaboration:** Worked directly with founders and product teams to balance business goals with user needs. Established honest feedback loops that kept projects on track and stakeholders aligned.
- **Notable Clients:** Material Security, Newlywords, Doggo

thoughtbot · Senior Product Designer · Mar 2014 - Apr 2020

Delivered successful outcomes for clients from startups to enterprises while supporting internal team development.

- **Product Discovery & Validation:** Helped clients test their riskiest assumptions first. Built MVPs that answered real questions rather than checking boxes. Used lightweight validation techniques to uncover genuine user needs.
- **Technical Design Integration:** Applied my development background to design solutions that didn't require large engineering lift. Created designs on tight timelines that maintained quality without sacrificing feasibility.
- **Mentorship & Team Development:** Helped design apprentices navigate real client work and build confidence. Also focused on coding fundamentals with designers working in Ruby on Rails environments for the first time.
- **Product Discovery Leadership:** Ran focused Design Sprints for startups finding their footing. Helped teams move from idea to testable prototype in days instead of months.
- **Notable Clients:** Dropbox, Autodesk, TrueBotanicals, Joydrive, Silversheet (acquired by AMN Healthcare Services), San Mateo County, and others.

GoPro · UX/UI Designer · Oct 2013 - Mar 2014

Joined through acquisition of General Things to become part of the new in-house Software and Services department.

- **Agile Product Design:** Collaborated with scrum-based teams to create engaging experiences for the marketing, e-commerce, and support sections of GoPro.com.
- **Multi-Platform Experience Design:** Researched how GoPro users interacted with content across devices. Designed experiences for Xbox, iOS, and web that felt native to each platform while maintaining the GoPro identity.
- **End-to-End Design Process:** Took features from concept through launch. Built interactive prototypes to validate ideas, worked alongside product and engineering to implement, and presented progress to executives in terms of user value.

General Things · UX/UI Designer · Sep 2013 - Oct 2013

Hired primarily to work with GoPro leading up to the acquisition and my transition to GoPro's new internal team. (See above)

OkCupid Labs · UX/UI Designer · Jul 2012 - July 2013

Product design and engineering for a Match Group incubator creating innovative social connection apps.

- **Product Innovation:** UI/UX development for Ravel, a photo-sharing application focused on connecting users with similar interests. Influenced the product from proof-of-concept to market-ready solution.
- **User Research & Growth:** Conducted user group sessions, interviews, and surveys to gather qualitative insights. Took on lead designer role focused on growing user acquisition and increasing engagement.
- **Mobile Experience Design:** Simplified our core user flows based on usage patterns. Reduced unnecessary features and focused on making discovery feel natural and rewarding.
- **Technical Partnership:** Collaborated with engineering to refactor the application using RubyMotion, significantly improving UI performance and responsiveness.

Arena Solutions · Web Designer & Developer · Sep 2010 - Jul 2012

Transitioned from front-end developer responsibilities to a generalist role where I was responsible for end-to-end web design and development tasks for the marketing team.

- **CMS Implementation:** Gave marketing team control over content updates that previously required developer time.
- **Cross-Channel Consistency:** Designed custom email templates and ad assets so users had consistent experiences whether on our website, emails, or downloaded materials.
- **Front-End Best Practices:** Implemented development standards for performance, accessibility, and maintainability that improved Lighthouse metrics and user experience.

Michigan State University · Developer & Graphic Design Intern

Provided design and development support for faculty and educational initiatives at MSU from May 2008 - September 2010.

- **Educational UX Design:** Partnered with producers and faculty to develop virtual learning environments optimized for student engagement and learning outcomes.
- **Brand Modernization:** Redesigned communications for the Kellogg Biological Station, creating modern assets that improved clarity for students, faculty, and visitors.