

Erin Ann

Founding Designer & Product Builder

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Summary

Founding designer and product builder who takes products from zero to launched from owning concept, research, design, front-end build, and go-to-market. 15+ years across AI, fintech, crypto, hospitality, and data-intensive SaaS, including launching an AI agent from inception and building a live consumer web app end-to-end. Fluent in product strategy, UX research, design systems, and shipping working interfaces, I partner with founders to turn ambiguous ideas into market-ready products fast.

Experience

Founding Product Builder

Open Play Finder (openplayfinder.com) • Las Vegas, NV • 2026 – Present

Building a consumer web product from the ground up, from concept through live launch, as the sole founding designer and front-end builder.

- **Led concept and validation** through market research, competitive analysis, and user interviews, defining product direction before a line of code was written.
- **Designed and built the product** front end myself, a mobile-responsive web app interface, taking it from concept to a live, usable experience.
- **Owned go-to-market strategy**, from positioning and messaging through launch planning.

Founder & Principal Product Designer

Tangerines.io • Las Vegas, NV • 2017 – 2026

Founded and lead a multidisciplinary product and brand studio that partners with startups and established businesses to design, build, and launch digital products across web, mobile, and social.

- **Direct end-to-end product and brand work** for client startups with discovery and design through build and launch while merging strategy, creativity, and technology.
- **Lead and mentor a cross-functional team** of product, UX, visual, and marketing designers, building a culture of ownership, experimentation, and craft.
- **Partner directly with founders**, developers, and stakeholders to translate ambiguous ideas and complex workflows into intuitive, high-impact products.

Head of UX

Intelity • US Remote • 2025 – 2026

Led UX for Intelity's hospitality platform, owning design leadership for the launch of a new AI agent.

- **Led the launch of a Hospitality AI Agent**, shaping the product vision from inception through release.
- **Owned end-to-end UX leadership**, driving cross-functional alignment across product, engineering, and stakeholders to ship on time.
- **Defined the design direction for AI-driven workflows**, translating complex, conversational interactions into a clear, usable experience.

Director of Product Design

Steelgem • Santa Ana, CA • 2023 – 2024

Directed product vision, strategy, and go-to-market for Steelgem's digital platforms, uniting product and marketing to drive growth, brand awareness, and revenue.

- **Set a unified product and marketing vision** that aligned cross-functional teams around shared objectives and a results-driven culture.
- **Led go-to-market initiatives** that drove a 40% lift in inbound interest and 30% revenue growth.
- **Championed iterative releases and data-driven decisions** with user feedback loops that grew monthly active users 25% and raised NPS from 23 to 49.

- **Built, coached, and empowered a high-performing team**, positioning emerging leaders for expanded responsibility.

Lead Product Designer

Coin Cloud • Las Vegas, NV • 2020 – 2023

Designed consumer-facing crypto products, including Bitcoin ATM kiosks, a mobile wallet app, and a desktop app.

- **Led design strategy for data-intensive products** from Bitcoin ATM kiosks interfaces and crypto wallets to making complex workflows simple and approachable.
- **Built and rolled out a design system** that streamlined collaboration and ensured visual consistency across teams.
- **Ran UX research** (surveys, usability testing) that optimized user flows, navigation, and engagement, and partnered with PMs to shape the roadmap.

Senior UI/UX Designer

AWL Inc (formerly MacFarlane Group) • Las Vegas, NV • 2015 – 2019

- **Led mobile and web design for a suite of fintech products**, redesigning and simplifying user workflows to improve usability and reduce drop-off.
- **Partnered with engineering** to ship pixel-perfect implementations and build a strong design–engineering culture.
- **Introduced quantitative UX methods** (A/B testing, card sorting) that informed decisions and boosted conversion.

Lead Interaction Designer

Full Spectrum Laser • Las Vegas, NV • 2014 – 2015

- **Designed and delivered RetinaEngrave 1.0** for Mac OS end-to-end and was recruited at a Las Vegas Startup Weekend, turning rough feature requests into a shipped MVP.
- **Applied user-centered design** to craft an intuitive experience that lifted sales and conversion.
- **Partnered with engineering** to align design and functionality across a suite of hardware products, including 3D and laser printers.

Creative Art Director

Jennifer Web Design, Marketing & Consulting • Las Vegas, NV • 2010 – 2014

- **Owned creative and UX direction for all clients**, leading projects from concept to execution across web, print, and environmental graphics.
- **Directed a team of designers** to deliver consistent, high-quality work aligned to client branding goals.
- **Managed print-vendor relationships** to ensure quality production and on-time delivery.

Education

Product Strategy: Discovering, Developing, Managing & Marketing Products as a Business, Northwestern University, Kellogg School of Management · 2022

Product & Tech Executive Leadership Training, Lynne Levy Product Leadership Training · 2023

B.S., Interaction Design, Art Institute of Las Vegas · 2010

UCLES Advanced Diploma in Marketing (Public Relations focus), Thames International Business School · 2006

Skills & Competencies

Competencies Founding / 0-to-1 Product Design, AI/ML Product Design, Front-End Build (Responsive Web), Design Systems, UX Strategy, Go-to-Market, Design Leadership.

Methods & Deliverables Concept & Market Validation, User Interviews, Personas, Journey Mapping, Wireframing, Prototyping, A/B Testing, Qualitative & Quantitative UX Research.

Tools Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), HTML/CSS, Git, UX analytics tools and AI agent tools (Claude, ChatGPT, Cursor, Lovable, Subframe, and UX Pilot).