Rhiannon Morris

Product Lead

WORK EXPERIENCE

Red Stapler · Seattle, Washington

Led product creation from 0-1 for a B2B SaaS platform, uniting teams around a user-driven roadmap.

Product Lead · 10/2023 - Present

- Owned product strategy from concept to beta for our B2B SaaS platform, defining the core feature set, and establishing product vision through extensive user validation.
- Developed compelling product narratives, strategy, and direction to secure stakeholder buy-in, and align cross-functional teams around key design initiatives.
- Orchestrated seamless collaboration between design, engineering, and business teams by establishing clear processes and communication frameworks.
- Built and implemented a robust product discovery framework that balanced user needs with our technical constraints, enabling data-driven feature prioritization.

Product Designer · Promoted 03/2024

- Designed multiple product features, led prototype testing, and created intuitive flows, detailed specifications, and high-fidelity assets for engineering implementation.
- Standardized UI with a scalable design system, improving speed-to-dev and team efficiency.
- Streamlined asset creation and introduced AI into the design workflow to rapidly generate UI variations and explore diverse design directions, while maintaining brand consistency.
- Established systematic user testing process to validate designs, resolve UX issues early, and ensure smooth design-to-engineering hand-offs.

LogicGate · Chicago, Illinois

Head of user research, built infrastructure and delivered insights that shaped product strategy.

User Researcher II · 05/2022 - 10/2023

- Led the User Research team, advised multiple agile squads working on multiple new features and existing products, executed on expansion opportunities, and managed our User Research Roadmap and 1,000+ person Participant Information Bank.
- Established end-to-end research infrastructure, including automated surveys and testing, participant recruiting, and a centralized catalog of findings.
- Gained user insights through 500+ hours of testing across diverse research methods, like surveys, moderated and unmoderated usability testing, analytics, interviews, and A/B tests.
- Transformed research insights into actionable recommendations through data analysis, gave compelling presentations to leadership, and directly influenced Risk Cloud's evolution.

Modea Inc. · Nashville, Tennessee

Redesigned healthcare UX for 1M+ users, leading design and user research across web and mobile

UX/UI Researcher and Designer · 01/2020 - 05/2022

- Led UX design for Mayo Clinic and Johns Hopkins apps, redesigning workflows for 1M+ users.
- Delivered compliant, user-focused solutions for major East Coast healthcare providers.
- Built cross-functional frameworks to streamline collaboration and delivery.
- Designed flows, wireframes, and prototypes for a mental health app that boosted engagement.
- Led accessibility work, implementing WCAG standards and testing with diverse users.
- Shaped strategy through user research and created safe, effective content delivery patterns.

Genista Bio · San Jose, California

Managed safety testing for Fortune 500 clients, overseeing lab ops and ensuring 98% accuracy.

Research Associate · 03/2018 - 12/2019

- Led safety testing for Fortune 500 food clients and developed test protocols.
- Managed and trained 9+ lab staff, boosting daily testing capacity.
- Processed 1,000+ weekly orders with 100% accuracy through standardized QC.
- Trained junior staff in lab techniques and procedures.
- Prepared reports summarizing experimental results.

CONTACT

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SKILLS

Product Skills:

- Product Road mapping
- Competitive Analysis
- Business Development
- GTM Planning
- KPI Tracking
- Cross-Functional Team Leadership

Research and UX

- Usability Testing
- Design Systems
- User Interviews

Tools and Software:

- Google Analytics
- Figma
- HotJar
- Adobe XD
- Excel
- Maze
- UserZoomGo
- Pendo

EDUCATION

Colorado Mesa University
Bachelor of Arts
Psychology - General
Graduated 2017

Southern New Hampshire
Master of Science
Psychology - Industrial
Graduated 2020

CERTIFICATIONS

Certified Product Designer (CPD) 2021

NN/g UX Data Certification 2023

PORTFOLIO

www.RhiannonMorris.com