

Kevin Ling

Product Designer

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Work Experience

July 2025 - September 2026

Unbounce

Product Designer

- Led design for Insightly Intelligence, a new AI agent builder, taking it from an open question ("What's an agent builder?") to a clickable prototype that engineering used to gauge feasibility and effort
- Interviewed 6 customers on how teams of different sizes build and trust agents, and turned the findings into design decisions on approvals, monitoring and privacy controls
- Built a working prototype with Claude from hand-mapped FigJam flows, which helped define a list of out-of-the-box connectors and led to technical spikes on how to build them
- Led research and design for a data import redesign, including competitive analysis of 5 CRMs, 3 internal interviews, and 2 external surveys with 20 CRM users each
- Uncovered a pain point support tickets couldn't show (13 of 20 users ran separate imports back to back), which made the case for merging 6 import flows into one that lets customers match records on their own data instead of internal Record IDs
- Owned the expansion of appearance modes in the design system, creating new design tokens for colours, font styles and component styling
- Took a payment processing page built on a Recurly integration from design through to launch, and led the concept for a unified billing centre
- Led design for an updated calendar UI with bi-directional calendar syncing, an improved CRM dashboard, and a product-led initiative for self-serve onboarding

March 2024 - November 2024

Foodee

Product Designer

- Collaborated with a senior designer, product managers and the director of product on roadmap strategy tied to fiscal KPIs
- Designed internal tools for logistics, operations, customer support and restaurant support teams
- Gathered UX metrics from Datadog and Heap Analytics, and presented findings to the product team with recommended actions
- Mocked up designs and provided developer-ready handoff specs

January 2024 - May 2024

Refound

Product Designer (Contract)

- Worked on a 0 to 1 AI executive learning platform with the Product Manager and Director of Product
 - Created mockups, workflows, vision boards and simple animations, and took part in weekly product strategy sessions
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May 2022 - March 2023

Loopio

Product Designer

- Collaborated with engineers, an engineering manager, a project manager and the design lead to ship improvements to Reporting, Open Collaboration and Commenting
- Recruited, scheduled and conducted customer and internal user interviews, including writing the discussion guides
- Ran design workshops, design jams and critiques within the project team and across other teams
- Presented designs and process cross-team and at the weekly company-wide meeting
- Conducted UMUX-lite on Open Collaboration to measure usefulness over time

June 2020 - April 2022

Rise People

Product Designer

- Worked with engineers and a product manager on payroll and time tracking, finding solutions that met both user and business goals
- Took features from start to finish, from early research and concept mapping to user flows and high fidelity mockups
- Ran internal and external user testing, and interpreted results using the System Usability Scale
- Helped maintain and add components to the Rise design system

Nov 2017 - May 2020

Eventbase

Product Designer, 2019 - 2020

UI Designer, 2017 - 2019

- Grew from UI Designer into a Product Designer role in 2019, moving from designing app interfaces to working with the Lead Designer on improvements to the desktop publishing platform
- Designed and ran research for feature improvements, and presented findings to the Lead Designer
- Advised internal and external stakeholders on product limitations and how to still meet their brand standards
- Worked within mobile delivery teams to mock up, develop and ship over 25 apps for iOS and Android, applying UI designs in Xcode and Android Studio

Education

Jan 2014 - Dec 2014

- Vancouver Film School - Digital Design Program

Jan 2013 - Dec 2013

- Vancouver Film School - Foundation in Art & Design

Sept 2004 - May 2008

- University of Calgary - Bachelor of Arts, Major in Sociology