

CONTACT

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AREAS OF EXPERTISE

Design Leadership

Building and scaling design
orgs (0→1)
Squad and triad operating models
Executive partnership and
product strategy
Hiring, mentorship, and career
frameworks
Design operations

AI-Native Product Development

Agent system architecture
and integration
AI research operations at scale
Evidence-gated product
governance
AI-assisted prototyping
and validation

Craft & Systems

UX research practice and
discovery frameworks
Design systems and semantic
token architecture
ADA and WCAG compliance

Product design leader who builds design organizations from zero. 20+ years across B2B SaaS, digital health, and HR technology. Most recently, as first design hire, built the design function, research practice, and AI-native product operating system for a 9-squad platform, moving squads from idea to validated requirements 30–40% faster. Hires the team, designs the operating model it works in, and builds the infrastructure that makes good decisions repeatable, and knows where AI accelerates a product organization and where it erodes the customer understanding good products depend on.

EXPERIENCE

CourtReserve · Director of Product Design

2025 – 2026 · Remote

First design hire at a Mainsail Partners-backed club management SaaS platform. Built the design function, the research practice, and the AI-native product development system.

- Built the product design function from zero, hiring and leading a team of 3 designers supporting 9 product squads on a weekly release cadence, and bringing design in-house from an outsourced agency model.
- Co-designed the squad operating model, restructuring a monolithic engineering organization into 9 cross-functional squads (PM + dev lead + UX lead) with clear ownership and direct product accountability.
- Established customer discovery and UX research where no practice existed, running 100+ interviews, 12+ advisory board sessions, 2 user conferences, and 2 surveys at 200 respondents each, cutting time to validated requirements by 30–40%.
- Co-architected "Product Agent" with the VP of Product: an AI-native product development platform of 15+ interoperating agent skills integrated with Linear, Slack, Supabase, Google Drive, Intercom, and UserEcho, adopted by every PM across 30+ projects. Owned the research and design intelligence layer end to end.
- Built the UXR Brain, a living knowledge base that ingests interviews, surveys, and advisory sessions into a vector-searchable research layer, making prior research instantly queryable by any PM instead of lost in Drive.
- Built a Voice-of-Customer engine synthesizing thousands of support conversations into themed, quote-backed evidence, then made a VoC pull a required input to every product brief, moving the organization from opinion-led to evidence-cited decisions.
- Created the design system: 50+ desktop and mobile React/TypeScript components on Ant Design, published in Storybook and adopted by all squads, with semantic tokens extended to React Native via a shared-token monorepo.
- Partnered directly with the CEO and VP of Product on design org strategy, squad coverage modeling, and the AI-native operating philosophy, contributing research and velocity intelligence to the executive leadership dashboard.

DOMAINS

B2B SaaS

Club and facility management
Digital health and decentralized clinical trials
HR technology and hiring
Web presence and eCommerce
3D software

STACK

React
TypeScript
React Native
Figma
Storybook
Ant Design
Linear
Supabase

EDUCATION

Brigham Young University

B.A. English, emphasis in Business Administration
Provo, UT

BEYOND WORK

I build things: web apps, custom pinball machines, furniture, and tabletop games. Also a fan of the Utah outdoors, where I live.

Newfold Digital · Group Product Design Manager

2023 – 2025 · Remote

- Led a team of 10 UX designers across multiple product groups in a portfolio of web presence brands; mentored designers and established career development frameworks adopted by multiple business units.
- Partnered with the VP of Product to define a 3-year product vision and align design initiatives with company revenue targets.
- Reduced customer churn by 4% by leading an end-to-end redesign of the post-purchase customer experience.
- Spearheaded AI initiatives across the customer experience, including an AI Website Generator that lifted new site creation 20% in its first month and an AI-powered help tool delivering personalized guidance.

Science 37 · Director of Product Design

2020 – 2023 · Remote

- Led a remote team of 8 designers and researchers, owning hiring, resource allocation, budget, and career paths for a fully distributed org.
- Built the industry-leading remote clinical trial platform, the first and only FDA-inspected direct-to-patient site.
- Evangelized human-centered design across the organization, driving deep end-user expertise, craft, and a culture of innovation.

HireVue · Senior Product Designer · Senior Product Manager

2013 – 2020 · South Jordan, UT

- Directed UX research and design for core products: the live and on-demand interview platforms, AI interview evaluation, candidate competencies, and WCAG 2.1 compliance.
- Partnered with executive leadership to define the vision for AI interview evaluation and drove the research and design that set its roadmap, adopted by Fortune 500 clients.
- As Senior Product Manager (2013–2015), served as Product Owner through the company's growth from ~100 to 400+ employees.

DAZ Productions · Director of eCommerce · Director of Product · Product Manager

2003 – 2012 · Draper, UT

- Progressed from Product Manager to Director across 3D software and eCommerce lines; grew average monthly revenue from \$50k to \$120k in the first year leading eCommerce, managing PMs, designers, and outsourced marketing partners.

The Pinball Room · Owner

2016 – Present · Salt Lake City, UT

- Founded and operate a pinball and arcade entertainment side business with a repeatable revenue model and growing brand presence in Utah.