

GENEVIEVE CRAIG

Lead Product Designer · AI & Agentic Product Design · B2B SaaS

Porto, Portugal · Remote · gviv.craig@gmail.com · Portfolio: gvivcraig.com · linkedin.com/in/genevieve-craig

SUMMARY

Lead Product Designer with 8+ years in B2B SaaS, focused on growth and agentic AI products. Experienced in framing ambiguous problems, identifying the right research methods to uncover pain points, and translating them into actionable design requirements. Proficient in AI-powered design workflows that enable efficient design processes. Works collaboratively with PM, engineering, QA, leadership and business stakeholders.

EXPERIENCE

Lead Product Designer · proSapient

Sep 2025 – Present

- Lead design for agentic AI features that source experts and match them to client projects using historical match data, shaping how human and agent workflows work together. Reduced time to match from 1 hour to 5 minutes, with agent adoption at 89%.
- Created the agentic AI design system and UX guidelines while collaborating with stakeholders, giving product and engineering one standard for agent behaviour, transparency and human handoff.
- Reshaped the way product and UX collaborate on discovery by building a set of frameworks and workshops that support better collaboration between PMs and the UX team through discovery and research, to help uncover pain points and improve adoption.
- Lead a design team of three, including one direct report, and take part in hiring and interviewing designers; mentor the design team as it scales.

Senior Product Designer · Salsify

May 2024 – Aug 2025

- Led design for an AI quality-review agent that checks retailer product content against Kroger's quality and style standards, which led to a 93% reduction in manual review load and higher first-pass compliance for enterprise customers.
- Co-authored the team's AI design principles, still used to scope AI features across the platform. Contributed components and patterns to the AI design system.

UX Lead · Product Forward (Agency)

Mar 2021 – May 2024

- Led product strategy and design engagements for B2B SaaS clients, working with founders and CPOs from setting direction through shipping, collaborating closely with their engineering teams.
- Analysed session recordings and product analytics to identify rage clicks, drop-off points and adoption gaps, and turned them into design improvements.
- Built and governed design systems across engagements; coached client teams on contribution, accessibility and visual identity.

Earlier: Senior Product Designer, Next Ventures (Contract, 2020–2021) · Product Designer, Scelloo (2019–2020) · Associate Product Designer, Wealth.ng (2018–2019) · Web Designer, Tandem Media (2015–2018)

SKILLS

AI product design: agentic UX, conversational UX, human-in-the-loop workflows, trust and guardrails, AI design principles

Product design: product strategy, growth design, UX design, interaction design, onboarding and activation, accessibility, visual design, information architecture, systems thinking

Design systems: building from scratch and governing at enterprise scale, tokens, documentation, code-based component libraries

Research: user research, user interviews, usability testing, behavioural analysis, competitive analysis, product analytics

Collaboration: PM and engineering partnership, stakeholder workshops, design reviews, design mentoring, cross-functional collaboration, design critique, hiring and interviewing

TOOLS

Design and prototyping: Figma, Figma Make, Claude Code, Cursor, Lovable, Replit, v0, Miro, Candu, Jira, Confluence

Code and design systems: HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind, Storybook

Research and analytics: Dovetail, Hotjar, PostHog, FullStory, Google Analytics, Intercom

MENTORING AND RECOGNITION

ADPList Top 10 in Growth Design, six consecutive cycles; design mentor

2022 – Present

EDUCATION

Human-Computer Interaction, Interaction Design Foundation

2020

BSc Banking and Finance, University of Lagos

2016