

# GENEVIEVE CRAIG

Senior Product Designer · B2B SaaS · AI Product Design

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## PROFILE

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Senior Product Designer with 8+ years across B2B SaaS, currently leading agentic AI design at proSapient. My day-to-day spans product strategy and UX research through to high-fidelity execution. I work collaboratively with stakeholders to shape product thinking, design and prototype in Claude Code, Cursor, Lovable or Figma, and ship code alongside design deliverables when handoff would slow the team down.

## EXPERIENCE

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### Lead Product Designer · *proSapient* Sept 2025 – Present

- Leading product design on proSapient's new agentic AI capability, defining how human and agentic workflows coexist: when the agent acts on its own, when it surfaces its reasoning for trust, and how the UI communicates what the AI is and isn't doing.
- Built the agentic AI design system and UX guidelines from the ground up, giving the team a shared bar for how the agent should reason, surface itself, and hand judgement back to a human. In parallel, rebuilt the broader product design system using Claude Code so it could be maintained and extended at the team's pace.
- Designed and shipped a fast GenAI transcription feature that accelerated transcript delivery to clients 4x and unlocked targeted marketing initiatives around the new capability.
- Redesigned the expert availability flow using progressive disclosure and clearer visual cues to address a sharp drop-off in submissions and cut average expert booking time by one hour.
- Building interactive prototypes in Claude Code, Cursor, Lovable, and Figma; running usability tests, design reviews, stakeholder workshops, and alignment sessions across the org.

### Senior Product Designer · *Salsify* May 2024 – Aug 2025

- Senior design lead for an AI copilot inside Salsify that reviews retailer product content against Kroger's content quality standards.
- The design contributed to a 93% reduction in manual review load and improved first-pass Kroger compliance for live enterprise customers.
- Co-designed the reasoning UI and audit-log surfaces with engineering, prototyping real-data versions in Cursor that engineering shipped from. Wrote the AI's voice and limits-states as a separate artefact to keep the UI from drifting toward generic-assistant UX. Contributed components and patterns back to Salsify's AI design system.
- Collaborated with PMs, engineers, and other designers to document the team's AI design principles, which continue to inform how other AI features across the platform are scoped and shipped.

### UX Lead · *Product Forward* Mar 2021 – May 2024

- Led end-to-end product strategy and design engagements for B2B SaaS clients across onboarding, workflow, dashboards, and platform unification. Worked with founders and CPOs to shape product direction, then shipped with their teams.
- Rebuilt the first fifteen minutes of onboarding around a single first-win that lifted 7-day activation by 38% with knock-on improvements to 30-day retention.
- Matured a category-leading shift-management product from MVP to scalable UI in 12 weeks. The team gained ~18% market share over competitors through the next growth phase.
- Led the post-acquisition redesign that turned two bolted-together platforms into one seamless experience. Lifted NPS by 12 points and reset the company's growth trajectory.

- Built and governed design systems across engagements; coached client teams on contribution patterns, accessibility, and visual identity.

**Senior Product Designer** · *Next Ventures* Oct 2020 – Feb 2021

- Owned end-to-end UX across the product development lifecycle, partnering with PM and engineering on flows, wireframes, and validated prototypes.

**Product Designer** · *Scelloo* Oct 2019 – Sep 2020

- UX research, data analysis, and UI design for SaaS products inside agile delivery teams. First experience shipping at enterprise pace.

**Earlier:** Wealth.ng, Associate Product Designer (2018 to 2019). Tandem Media, Web Designer (2015 to 2018).

## SKILLS

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**Product strategy and design.** End-to-end ownership across onboarding, growth, workflow, and AI surfaces. Strong product thinking, opinionated direction-setting, and decision frameworks that travel across features and teams.

**Visual and interaction design.** Pixel-perfect execution, motion and micro-interaction craft, visual identity, accessibility, and component design at production fidelity.

**Design systems.** Contribution and governance at enterprise scale (Salsify), system creation from scratch for early-stage products (proSapient, Product Forward), token architecture, documentation, and adoption rituals.

**Prototyping and code.** Interactive prototypes in Claude Code, Cursor, Figma Make, and Figma. Comfortable refining UI directly in code (HTML, CSS, JavaScript, React, Next.js, Tailwind, TypeScript). Built and shipped my own Next.js + TypeScript portfolio.

**AI-augmented workflow.** Claude, Claude Code, Cursor, v0, Lovable, NotebookLM, ChatGPT, Dovetail AI.

**Research and data.** Customer interviews, usability testing, behavioural analytics (FullStory, Mixpanel, LogRocket), reporting and visualisation in Tableau, competitive analysis, and synthesis into clear product direction.

**Collaboration and UX documentation.** Partnering with PM and engineering as peers, mentoring designers, and producing the UX documentation that lets a team move fast and keep its thinking: design rationale, decision logs, principles docs, spec sheets, and voice and tone guidelines.

## WRITING, MENTORSHIP AND RECOGNITION

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**Human by Design.** Substack publication on Human-AI interaction and AI-enhanced product workflows.

**Journal at [gvivcraig.com](https://gvivcraig.com).** Long-form essays and field notes on product design, Human-AI design, and what it takes to ship the work.

**ADPList Top 10 in Growth Design.** Six consecutive cycles. Active design mentor since 2022.

**Utiva Product Design Coach (2020 to 2022).** Trained 100+ designers in UX practice and design thinking.

## EDUCATION AND CERTIFICATIONS

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**BSc Banking and Finance,** University of Lagos

**Human-Computer Interaction,** Interaction Design Foundation

**UX Design,** InVision Academy