Torrey Salas

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919-827-6349

Product Designer | Nashville, TN

Senior Product Designer with 5+ years of experience designing and shipping scalable, user-centered digital products in close collaboration with engineering and product teams. Skilled at working independently as the sole designer, translating complex technical requirements into intuitive experiences, and partnering directly with developers throughout the entire product lifecycle. Brings both design expertise and technical fluency to bridge the gap between user needs and implementation realities.

PROFESSIONAL EXPERIENCE

Asurion | *Senior Product Designer*   **April 2021 - January 2026**

Led user-centered design across multiple product areas as embedded designer within cross-functional engineering teams, owning end-to-end design from research through implementation and iteration.

- Shipped a unified account management platform enabling 5+ million customers to manage plans, billing, and profiles in a single system; partnered directly with engineering throughout build cycles, reducing post-launch defects through early identification of edge cases and usability issues
- Redesigned a service coordination experience improving real-time tracking and customer communications, resulting in a 25% increase in service completion rate within a single month
- Optimized direct-to-consumer enrollment flows balancing complex legal requirements with conversion goals; collaborated with developers to implement progressive disclosure patterns that increased conversion rate while maintaining compliance
- Embedded with engineering teams throughout sprint cycles providing design QA, identifying technical constraints early, and adapting designs to work within system limitations while maintaining user experience quality
- Collaborated with enterprise clients such as AT&T, Verizon, and Amazon, as well as legal and regulatory partners, to design compliant, scalable experiences that balance partner requirements with strong UX
- Leveraged AI tools (ChatGPT, Claude, v0) to accelerate design workflow, quickly prototype complex experiences, generate content variations, and create design documentation, reducing handoff time to developers by 30%
- Established component-based design patterns working closely with design system experts and front-end developers to create reusable UI patterns that reduced development time and ensured consistency across platforms

Datacor, Inc. | *UX Design Intern*   **May 2020 - August 2020**

Worked directly with development team to design and build product dashboards for enterprise ERP application, gaining hands-on experience with developer workflows and technical constraints

- Designed and implemented user sign-in page using React Bootstrap, writing production code alongside senior developers
- Collaborated with engineering team using Git workflow, participating in code reviews and learning technical considerations that inform design decisions
- Partnered with HR to research and document core competencies framework through stakeholder interviews

3Greens | *UX Design Intern*   **May 2019 - August 2019**

Collaborated with stakeholders to improve usability within medical device application, conducting contextual research to inform design decisions.

- Shadowed spinal surgeries to observe real-time product usage in clinical environment, identifying critical usability improvements for high-stakes medical workflows

KEY COMPETENCIES

Design: End-to-end product design, User research + usability testing, Visual + interaction design, Prototyping + iteration, Design systems + component libraries, Information architecture, Content + conversational design

Technical collaboration: Developer partnership + handoff, Technical constraint understanding, Agile/sprint methodology, Design QA + implementation review, Responsive + adaptive design, Accessibility standards (WCAG)

Emerging tools: AI-assisted workflows, Prompt engineering for content generation, LLM integration in user experiences, Automated design documentation, AI-powered user research synthesis

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TECHNICAL SKILLS

Design tools: Figma (advanced), Adobe Illustrator, Adobe Photoshop, Prototyping tools

Development: HTML, CSS, Python, JavaScript (working knowledge), React Bootstrap, Git/version control

Collaboration tools: JIRA, Confluence, Notion, Agile/Scrum workflows

AI tools: ChatGPT, v0, Figma Make, Claude (for design assistance, content generation, documentation)

EDUCATION

University of North Carolina at Chapel Hill - 2020
Bachelor of Science - Information Science
Bachelor of Arts - Psychology

Millbrook High School - 2017
International Baccalaureate Diploma Recipient

WHAT I BRING TO SMALL SOFTWARE TEAMS

As someone who has worked in both large organizations and smaller teams, I understand the unique needs of software companies building design processes and capabilities:

- Self sufficiency: Comfortable being the only designer, owning research, design, and validation independently
- Developer collaboration: Speak technical language, understand constraints, and work directly in developer tools
- Scrappy execution: Skilled at delivering high-impact work quickly without extensive process overhead
- Technical fluency: Can write HTML/CSS, review implementation, and bridge the design-development gap
- AI leverage: Actively using AI tools to multiply output and reduce developer burden on content, documentation, and design variations
- Windows app experience: Understand desktop application patterns and constraints beyond web design
- Full lifecycle ownership: From initial concept through post-launch iteration based on user feedback and metrics