# Vince Welter

linkedin.com/in/vincewelter | www.130pixels.com | vwelter@130pixels.com | 503-729-8971

Accomplished Lead Product Designer with 20+ years of experience spanning product design, web design, and front-end development, delivering human-centered design solutions that prioritize usability, accessibility, and visual clarity. I have a sharp attention to detail and am highly organized with the ability to thrive in cross-functional environments where design helps move the business forward. I firmly believe in well-crafted interfaces that resonate with people and foster long-term engagements.

## EXPERIENCE

**Lead Product Designer,** Khoros                                              Mar 2024 - Jun 2025

- Innovated the design of an automated rules engine experience to help admins eliminate high-cost customizations by enabling admins to self-configure workflows; an estimated cost savings of $20K for the customer and less dependency on the services team.

- Mentored design team members through design reviews and critiques, promoting alignment and raising the bar for UX consistency and quality. This fostered a collaborative and growth-focused team environment.

- Fostered strong engineering partnerships with my understanding of front-end development to design and implement scalable, reusable component systems across distributed teams in multiple time zones. This ensured alignment from early concepts through final release of the feature.

- High-fidelity designs and prototypes were validated with customers to ensure usability and business impact.

- Regularly solicited user feedback and data insights to iterate and improve designs, ensuring continuous refinement and impact.

**Senior Product Designer,** Khoros                                              Jun 2018 - Mar 2024

- Strategized with cross-functional teams over the user experience and design of a multi-year community platform overhaul with the goal of simplifying and streamlining the way a user experiences an enterprise community platform. When launched, the implementation time was reduced by 40%.

- Partnered with cross-functional teams, including product managers, professional service engineers, and content strategists, to improve usability and align the design direction with business objectives.

- Co-created two comprehensive design language systems that helped unify patterns, visual consistency, and usability across the platform.

- Designed, prototyped, simplified, and documented intuitive features grounded in user needs, technical feasibility, and business goals. Some of these features included authentication flows, content generation through rich text editing, content management including moderation, and user workflows just to name a few.

- I advocated for human-centered design by conducting research, analyzing data, and continuously iterating based off of feedback. Always keeping the customer and end-user needs at the forefront.

# EXPERIENCE CONTINUED

**UX Design Consultant,** Cayuse, Contractor                                    May 2018 - Jun 2018

- Consulted with product and engineering teams on UX strategy and design for key areas across three of their SaaS platforms, with a focus on improving customer experience and interface consistency.

**UX/UI Application Designer,** Jaguar Land Rover, Contractor                    Feb 2018 - May 2018

- Innovated high-fidelity mobile and in-vehicle infotainment experiences by translating user needs into compelling, intuitive applications through storytelling and visual design.

**Product Designer,** Jive Software                                             Sep 2015 - Dec 2017

- Collaborated across product, design, and engineering to design human-centered features for Jive's core and next-generation community platforms. Features were grounded in research, prototyping, and agile delivery.

- Led the product design of an innovative platform allowing customers to manage multiple communities from one single user experience as well as authenticate into all owned communities via one unique set of credentials, Jive ID. This project included design practices in information architecture, user flows, task maps, wireframes, prototypes, agile stories, and discovery workshops.

**UI Developer,** Jive Software                                                 Oct 2011 - Sep 2015

- Led on-site UX and design workshops with Fortune 500 companies to align community solutions with company culture and business goals.

- In addition to being on-site with customers, I also consulted remotely in design strategy and user engagement best practice sessions to help them maximize the value of their community platforms.

- Collaborated cross-functionally with internal and external project managers and engineers to deliver tailored user experiences on time and within budget.

- All community theme engagements were designed and branded using HTML, CSS, and JavaScript in fast-paced, agency-style project cycles.

**Senior Web Front-end Developer,** Learning.com, Contractor                    Jan 2011 - Oct 2011

- Developed responsive marketing landing pages and eCommerce flows, translating designs into performant, customer-facing web experiences.

- Collaborated cross-functionally to build and optimize the in-product Marketplace platform, improving conversion and usability.

- Advised on modern front-end technologies and web architecture decisions to support scalability and maintainability.

## EXPERIENCE CONTINUED

**Web Front-end Developer,** Waggenner Edstrom, Contractor                    Sep 2010 - Dec 2010

- Collaborated with design and development teams to deliver front-end solutions and user-focused experiences for client websites and high-visibility email campaigns.

**Web Strategist,** WebTrends                    May 2005 - Aug 2009

- Owned and managed the WebTrends corporate website and in-product web experiences, driving strategy, information architecture, and continuous UI and content improvements through a custom CMS.

**Senior Web Designer,** NetIQ Corporation                    Jun 2001 - Apr 2005

- Led the design and architecture of NetIQ.com, collaborating with producers and developers to deliver cohesive web experiences, marketing campaigns, and UI enhancements.

**Web Developer / Webmaster,** WebTrends                    Nov 1999 - May 2001

- Managed and contributed to the design and development of multiple WebTrends digital properties, including customer portals, intranet systems, and the corporate website, with a focus on UI and site functionality.

**Customer Automation Specialist,** UPS                    Feb 1997 - Nov 1999

- Designed and developed custom database applications that enabled customers to integrate their internal customer data with shipping and tracking information.

## EDUCATION

**Western Oregon University**                    Jun 1996
Bachelor's of Science (BS) Computer Science, Minor in Business and Economics

## SKILLS

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|---|---|---|
| Human-Centered Design (HCD) | Design Strategy | Responsive Design |
| Interaction Design (IxD) | Design Systems & Scalable UI Patterns | HTML / CSS |
| Cross-Functional Collaboration | Figma (Prototyping, Components, Styles) | |
| Agile & Lean UX Methodologies | User Research & Usability Testing | |
| Accessibility (WCAG Compliance) | Design Documentation & Handoff | |

**Vince** Welter                    Lead Product Designer