Heather Cuervo

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PRODUCT DESIGN LEAD | ENTERPRISE & B2B PLATFORMS

Summary

Senior Product Designer with 15+ years of experience leading enterprise platforms and e-commerce experiences that improve usability, engagement, and conversion. Combines AI-assisted research, rapid design exploration, and data-informed decision-making with deep expertise in product strategy, interaction design, and scalable design systems. Partners across executive leadership, product, engineering, and marketing to deliver customer-centered experiences that accelerate delivery, simplify complexity, and drive measurable business outcomes.

Professional Experience

Naturepedic, Chagrin Falls Jun 2026

Senior Product Designer / UX Consultant

Lead product design and e-commerce experience strategy for **Naturepedic**, modernizing the customer experience across three direct-to-consumer brands. Partner with executive leadership, e-commerce, engineering, and marketing to improve conversion, simplify complex purchase journeys, and build scalable design systems that support long-term growth.

- Assumed ownership of the enterprise redesign midway through the engagement, led the homepage redesign, and helped deliver Phase 1 on schedule and within budget.
- Drive end-to-end product design across discovery, UX strategy, interaction design, high-fidelity UI, and implementation for enterprise e-commerce initiatives.
- Established AI-assisted design workflows using ChatGPT, Claude, and Figma Make to accelerate discovery, research synthesis, UX writing, design exploration, and prototype ideation, enabling faster iteration without sacrificing design quality.
- Redesign critical customer journeys—including homepages, PLPs, PDPs, navigation, search, merchandising, educational content, customer support, and landing pages—to improve discoverability, trust, and conversion.
- Develop scalable Shopify component libraries, reusable templates, and design patterns that improve design consistency, accelerate development, and support long-term platform evolution.
- Translate complex business objectives into production-ready experiences by partnering closely with executive leadership, engineering, SEO, e-commerce, merchandising, and marketing teams.
- Champion accessibility, analytics-informed decision-making, and modern e-commerce best practices to create intuitive, customer-centered experiences that scale across brands and devices.

SailPoint, Austin, TX May 2022 to Dec 2025

Web Experience, Director

- Drove UX strategy and execution for the global SailPoint.com enterprise marketing platform, improving engagement, lead generation, and customer experiences.
- Combined AI-assisted research synthesis with analytics, stakeholder feedback, and usability findings to identify experience gaps, prioritize roadmap initiatives, and validate high-impact design decisions.
- Improved platform usability and content discoverability through scalable information architecture, critical navigation updates, and template layout improvements that supported diverse audiences, regions, and product lines.
- Accelerated delivery speed and improved cross-team consistency by establishing and maturing a component-based design system for a CMS-driven enterprise platform.
- Reduced user friction and strengthened roadmap prioritization through research-driven insights that informed experience optimization and validated high-impact design decisions.
- Balanced strategic UX leadership with hands-on execution, directly contributing high-fidelity flows, layouts, and reusable components while guiding experience direction across teams.
- Improved alignment between marketing, product, and engineering through collaborative roadmap planning tied to business goals, operational scalability, and measurable experience outcomes.

MRM//McCann, Princeton, NJ Mar 2020 to Jun 2022

Director of UX

Led product design for complex digital platforms serving enterprise clients in regulated industries, including pharma and financial services. Balanced user needs, business goals, and technical constraints to deliver clear, accessible, and scalable experiences.

- Owned end-to-end design across discovery, experience architecture, wireframes, interactive prototypes, and final UI.

- Used research, usability testing, and behavioral analysis to refine user journeys and improve engagement across key platforms.
- Designed and implemented component-based systems and CMS-backed templates that improved delivery efficiency by **40%** across 12+ products.
- Worked closely with product and engineering partners to scope work, define requirements, and move efficiently from concept to build.

MRM//McCann, Princeton, NJ Jan 2017 to Mar 2020

Associate Director / Product Designer

- Improved engagement, usability, and conversion outcomes across complex enterprise and consumer digital platforms by delivering scalable, user-centered experiences in highly regulated industries.
- Drove UX strategy for large-scale web and ecommerce ecosystems, helping organizations streamline customer journeys, reduce friction, and support business growth objectives.
- Led the UX redesign of IHOP's ecommerce and digital ordering experience, improving mobile usability, simplifying purchase flows, and supporting significant online sales growth across web and campaign initiatives.
- Accelerated campaign launch timelines for IHOP through the development of scalable UX frameworks, reusable components, and responsive design standards that improved execution efficiency across marketing and digital teams.
- Informed product and experience direction through research, journey analysis, and usability testing that uncovered behavioral insights and prioritized high-impact improvements.
- Translated complex business and technical requirements into intuitive, scalable digital experiences that improved cross-functional alignment and accelerated delivery.
- Elevated team capability and design quality through mentorship, collaborative leadership, and the establishment of stronger UX standards and workflows.

Education

BS Jan 1998 to Jan 2000

Seton Hall University, South Orange

- B.S Management Information Systems (MIS), Honors: *cum laude*, *Dean's list*

Certified Jun 2008

Human Factors International

Certified Usability Specialist

Links

LinkedIn, Portfolio (pw: password1!)

Areas of Expertise

- AI-Driven UX Research
- Data-Backed Optimization
- Interaction Design & UX Craft
- Wireframing & Interactive Prototyping
- Design-to-Development Handoff
- Roadmap & Priority Influence
- Digital Experience Strategy
- Adobe Creative Suite
- Experience Architecture & Systems Thinking
- High-Fidelity UI Design (Figma)
- Analytics-Informed Optimization
- Generative AI for Product Design
- Journey Mapping & Experience Architecture
- Figma
- Usability Testing & Behavioral Analysis
- Component-Based & Scalable Design Systems
- Product & Engineering Partnership
- Design System Creation & Governance
- End-to-End UX/Product Design (Discovery → Delivery)
- Data-Informed Design & Experimentation
- Accessibility & Inclusive Design (WCAG)
- Cross-Functional Stakeholder Alignment

Technical Proficiencies

AI Design & Research: ChatGPT Plus, Figma Make, AI-assisted UX Research