Trish Glei

Staff Product Designer · Complex, workflow-heavy products

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PROFILE

Staff product designer with 11 years designing complex enterprise software, from zero-to-one products to full platform redesigns. I find the idea underneath a messy problem, set the direction, and prototype it myself with AI tools. I work side by side with product and engineering to get it built.

EXPERIENCE

Staff Product Designer · LTK
May 2023 – Present

Creator commerce platform · Brand Platform (B2B)

- Lead end-to-end design for the Brand Platform, where brands find creators, manage campaigns and measure results.
- Led design on **CMP, a zero-to-one redesign of the entire platform** that brought creator discovery, campaigns, messaging and performance into one connected experience. Designed CMP gifting, now used by **about 2,000 brands**.
- Designed a new brand funding experience with finance and legal teams, plus reporting (including the LTK Leaderboard for finding high-performing creators and posts), creator-initiated requests, bulk offers and messaging across the brand–creator partnership.
- **Lead AI adoption for design** and build reusable processes for AI-native product development: drove designer adoption of Codex and local prototyping, and created Prototype Review Kit, a Codex skill that gives each coded prototype an about page and linked feedback doc, so designers work in our code and components and stakeholders react to the real product, not a mockup.
- Started FullStory Watch Parties, where product, design and engineering review real user sessions together, and helped define the shared development life cycle.

Design Lead & Senior Product Designer · HubSpot
Aug 2021 – Jan 2023

CRM Datasets

- Wrote the **design vision and 2–3 year strategy for CRM index pages** and took it to about a dozen teams. It became a top company priority the year after I left.
- As solo designer and researcher, led **Views 2.0** in three phases. Used customer research to find out why one phase missed, and fixed the right things in the next.
- Launched inline editing for index pages. Managed a small team as a player/coach.

Associate Director of Product Design · IQVIA
Apr 2020 – Aug 2021

- Led design strategy to **unify 12 products into one experience** for next-generation clinical trial software in a regulated industry.
- Led a remote design team delivering a **$120M/year product suite**.
- Presented design concepts for RFIs and RFPs that supported new business.

Product Design Manager · IQVIA
Nov 2019 – Apr 2020

- Led design strategy for a **zero-to-one product investment**, designing end-to-end journeys. Two new products launched in 2021.
- Lead designer on **Setup Catalog**, a self-serve tool that took clinical trial setup from weeks to hours.

Senior Product Designer · IQVIA
Jul 2017 – Nov 2019

- Designed complex enterprise workflows. Ran a research and strategy project that produced experience maps and aligned cross-functional teams.

UX & UI Designer · Fresh Tilled Soil
May 2015 – Jul 2017

- Full-stack UX designer on client projects, from research through front-end implementation. Led the apprenticeship program.

EDUCATION

BFA, Graphic Design · Rhode Island School of Design, Providence, RI

SKILLS

Design Design strategy · Product vision · Experience mapping · Research · Design systems

Build AI-native prototyping · Cursor · Codex · Figma · HTML/CSS · Jira

Research FullStory · Enterpret · Gong · Usability testing