

Theresa T. Pettingill

STAFF PRODUCT DESIGNER

Design Systems | 0-to-1 Products | Brand-to-Product Strategy | B2B | B2B2C | AI Workflows
(607) 768-0388 | theresapdesign@gmail.com | Remote | linkedin.com/in/theresapettingill | theresapettingill.com

PROFESSIONAL SUMMARY

Staff Product Designer with 10+ years of experience across B2B and B2B2C SaaS, specializing in design systems, 0-to-1 product design, and cross-functional collaboration.

WORK EXPERIENCE

Director of Product Design | Qwick, Remote | Jun 2025 – Feb 2026

B2B, B2B2C SaaS, Staffing Marketplace (Web + iOS/Android)

- Led post-merger design for Gigpro + Qwick, unifying product, brand, and marketing across web, mobile, and CMS.
- Executed a 6-month, 27-market product unification and feature-parity rollout.
- Directed brand reskin and design system governance across the Pro app, Business platform, and marketing site.
- Led operations, compliance, and marketplace health features supporting W2 worker capabilities.
- Supported new product development using Figma Make to prototype early concepts.

Director of Product Design | Gigpro, Remote | Apr 2022 – May 2025

B2B, B2B2C SaaS, Staffing Marketplace (Web + iOS/Android)

- Led product, brand, and marketing design for a two-sided staffing platform across business web, Pro mobile, and marketing site.
- Directed two brand evolutions and one acquisition integration, establishing a modular design system and governance guidelines.
- Shipped 85+ features and launched new products including Hire, Engage, Jobs, and Connect.
- Rebuilt the marketing site from Duda to Contentful in under 2 months, reducing engineering and design dependency.
- Drove revenue growth from \$4.1M to \$15.5M, paid gigs up 299%, and fill rate above 85%.

Senior Product Designer | Airtime, Remote | Nov 2021 – Apr 2022

B2B Communications, Video Presentation & Collaboration Tools

- Designed engaging experiences for Airtime Creator, a video presentation and collaboration tool for virtual calls and events, using proofs-of-concept and prototypes to validate concepts and inform product strategy and roadmap.

Senior Product Designer | Stable Kernel, Remote | Aug 2021 – Nov 2021

Enterprise Workflow Tools, Kitchen Display Systems & Fulfillment

- Led UX research and design for Chick-fil-A's Kitchen Production System, reimagining front-of-house bagging and order fulfillment.
- Directed the project end to end, from field research and team member/operator interviews through ideation, interactive Figma prototyping, and testing touch, bump bar, and hybrid interaction models; findings informed roadmap recommendations including clearer order status indicators, simplified additions/omissions formatting, and a card-based track layout for order tickets.

Senior Product Designer | Attentive, Remote | Jan 2021 – Apr 2021

B2B SaaS, Mobile Messaging, SMS Marketing, Marketing Automation

- Designed 0-to-1 conversational messaging features (Automated Replies, two-way steps) for SMS/MMS to drive engagement and sales, collaborating across design, product, and engineering to research, prototype, and test automation capabilities.

Senior Product Designer | FullStory, Atlanta | Jan 2019 – Dec 2020

B2B SaaS, UX & Analytics, Digital Analytics, Session Replay

- Led design for core product areas including Dashboards and Metrics, and owned end-to-end design for FullStory's Technology & Solutions Portal for customers and partners.
- Created and implemented FullStory's first design system (Figma + Storybook), partnering with front-end engineering to improve design consistency, developer productivity, and long-term scalability.

Lead UX/UI Designer | PureCars, Atlanta | Jan 2018 – Jan 2019

B2B Marketing Platform, B2C E-Commerce Mobile App, Data Analytics, Digital Advertising

- Led design and launch of multiple 0-to-1 products on the Labs team: Signal Pro (multi-channel attribution analytics for automotive marketers), Signal Insights (partner analytics app), and Joyride (consumer mobile car-buying app).
- Translated complex advertising, inventory, and shopper-behavior data into clear, actionable dashboards and mobile experiences for dealers and end users.

UX Designer | Digital Scientists, Alpharetta | May 2016 – Jan 2018

B2B SaaS, UX & Analytics, Digital Analytics, Session Replay

- Led MVP design for Mailchimp's omnichannel marketing platform, laying the groundwork for Landing Pages, Direct Mail, Shoppable Pages, and Ad Network.
- Designed 0-to-1 products for enterprise accounts, small businesses, and local startups across marketing automation and e-commerce

FREELANCE & CONSULTING

Freelance Product Designer | Theresa Pettingill LLC, Remote | Apr 2021 – Present

- Independent product designer partnering with teams to shape UX, product, and brand experiences that support product and business growth.

SKILLS

Product/UX/UI Design, Design Systems, Product Strategy, Prototyping, User Research, Usability Testing, Stakeholder Management, Process & Workflow Design, Brand/Visual/Marketing Design, Presentation & Template Systems, AI-Assisted Design Workflows, Copywriting, Digital Illustration, Education & Enablement.

Tools & Platforms: Figma, Figma Make, Cursor, Claude, Claude Code, Vercel

EDUCATION

Master of Graphic Design, Savannah College of Art and Design

Bachelor of Arts in Studio Art, State University of New York at Binghamton

PROFESSIONAL DEVELOPMENT

AI Coding, Memorisely, May 2026

AI Product Management, Product Faculty (Maven), Jun 2025