REAGAN M. SIRENGO

Senior Product Designer | UX Leader | AI-Driven Innovation & Accessibility Expert

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Portfolio: www.reaganfolio.com (Case Studies: Zillow AI, SAP Global Design Lab, LootCrate E-commerce growth hacking)

LEADERSHIP VALUE PROPOSITION

15+ years designing and scaling enterprise and consumer products at SAP, Zillow, IBM, and the UN. Blend **human-centered design, AI-powered product strategy**, and a**ccessibility-first principles** to deliver measurable impact. Skilled at operating at **startup speed** within **enterprise complexity,** building products and teams that move business metrics. Equally comfortable **leading strategy** and **executing hands-on design** from concept to delivery.

CORE STRENGTHS

- **Product Design Leadership:** Scaling design teams, systems, and culture while aligning with product vision

- **AI-Driven UX:** Generative AI, Agentic UX, Multimodal Interaction Design, Conversational Interfaces

- **Hands-On Execution:** Figma prototyping, wireframing, interaction flows, usability testing, design handoff

- **Design Systems & Governance:** Standardizing patterns, component libraries, and processes for speed and quality

- **Accessibility & Inclusive Design: W**CAG compliance baked into product lifecycle from day one

- **Metrics-Focused Delivery:** Analytics, experimentation, and research to optimize experiences

CAREER IMPACT SNAPSHOT

- **UNITED NATIONS:** Cut asset delivery time 30 % with automated workflows; grew design's influence from service bureau to strategic partner, leading to design participation in quarterly OKR planning for the first time.

- **SAP S/4HANA Incubation Lab:** Built first user-research lab, shrinking concept-to-code cycle 40 % and generating a $28 M solution pipeline; accessibility framework adopted across three product lines.

- **Zillow:** Launched PEARL internal AI platform; reduced customer-agent connection time by 35 % and saved >$4 M/yr in ops costs; redesigned experience leveraging NLP/AI.

- **BQE Software:** Led legacy-to-SaaS transition for a financial app, boosting subscription revenue 45 % within 8 months.

LEADERSHIP PATTERN: THE FIXER-BUILDER

- **Stabilize:** Diagnose org pain, rebuild trust, and create clarity of purpose.
- **Build:** Install scalable DesignOps, research, and accessibility programs.
- **Elevate:** Secure design's seat at the roadmap table and influence strategy.

EDUCATION

- **MS, Information Architecture & Knowledge Management (UXD) (Ongoing)** – Kent State University
- **Certificate, Human-Computer Interaction (HCI)** – Stanford University
- **Design Thinking & User Experience Diploma** – General Assembly, Los Angeles

DESIGN TOOL STACK

Figma, Adobe CC, Sketch, Axure RP, InVision, Miro, UserTesting, Tableau, HTML/CSS, JavaScript, React

AFFILIATIONS & CERTIFICATIONS

- Plug It South Los Angeles Tech Incubator, **Mentor & Advisor**
- Blacks in Tech Los Angeles
- The User Experience Professionals Association (UXPA) – Los Angeles
- **Enterprise Design Thinking Practitioner & Coach** – IBM
- **IBM Data Science Practitioner Certificate**

PROFESSIONAL EXPERIENCE

I care about a product that stands for something, that has an opinion, that chooses a side.
A product that makes you feel something - feel part of something. A product that tells you
something about the people who created it.

Head of Design and UX, UN Environment Programme-UNEP | New York, | Jan 2022- Present
- **Led global design strategy,** implementing human-centered design principles to drive awareness of climate change, sustainability, and pollution challenges.
- Reduced asset production time by **30%** by **automating workflows** and implementing scalable DesignOps **in Figma and Miro**
- Championed enterprise-wide **WCAG accessibility compliance,** integrating inclusive design patterns into global **sites and dashboards.**
- Embedded **UX governance** in cross-functional teams**, e**nsuring alignment between design execution and organizational goals.

Global Head of Design and UX, SAP S/4HANA Incubation Unit | Newport Beach CA | Jan 2020- 2022
- Founded and led SAP's first **global UX research lab (EUREKA),** delivering 3**0+ enterprise product features** in 18 months.
- Designed **AI-powered enterprise tools** that improved client **operational efficiency by 22%** for Fortune 500 clients (Nestlé, Coca-Cola, Pepsi).
- Built and maintained **component libraries** and **design systems** in Figma across product lines for speed and brand consistency.
- Established **design governance frameworks** and accessibility standards adopted across three major product lines.
- Shortened concept-to-code cycles by **40%**, generating a **$28M** solution pipeline through **rapid experimentation** using the user led **co-innovation framework.**

UX Manager, Internal Tools, Zillow | Los Angeles, CA | April 2018- 2020
- Directed **end to end product design** for **PEARL, a generative AI conversational platform** that connected agents and buyers in under 90 seconds.
- Reduced customer-agent connection time by **35% and** saved **$4M** annually in operational costs.
- Increased task completion rates by **50%** by iterating **interactive prototypes** in Figma and validating with usability testing.
- Championed collaboration between engineering, product, and leadership to align roadmaps and delivery timelines via design-to-development alignment standups and inolvent in product QA.

UX Lead, IBM | San Jose, CA | Oct 2017- April 2018
- Delivered 100+ **AI-powered features** for IBM Cloud web and mobile platforms.
- Led **multimodal UX design** (voice, text, visual) for **enterprise AI applications.**
- Facilitated **lean design sprints** to improve usability, reducing onboarding friction and increasing customer satisfaction.

Lead Designer, Loot Crate | Los Angeles, CA | November 2015- Oct 2017
- Directed UX research and design for **subscription e-commerce platform** serving **1M+ monthly users.**
- Increased mobile conversions by **18%** through **A/B testing and iterative design improvements.**
- Designed and optimized **end-to-end customer journeys,** boosting retention and repeat purchases via Figma prototyping, wireframing, interaction flows, sability testing,and component library design.

Sr. UX Designer, Edmunds.com | Santa Monica, CA April 2015- November 2015
- Oversaw in-house studio design for web and mobile automotive tools.
- Used analytics to improve user satisfaction and reduce friction in digital experiences.

Senior Designer, BQE Software | Torrance, CA | 2012- March 2015
- Transitioned a legacy desktop application into a SaaS product, increasing subscription by 45% in eight months.
- Integrated user research into product updates to maintain brand consistency and usability.

Head Graphic Designer, World Agroforestry Centre (ICRAF) | April 2007 - July 2012
- Spearheaded a website redesign, user research, and rebranding for the organization.
- Established an in-house design studio and led usability testing sessions.

ADDITIONAL ROLES & CONSULTING

- **Founder, WTF LLC: I**ntegrated AI solutions for B2B and SaaS companies.
- **UX Consultant, UNICEF:** Redesigned the Children and AIDS website, managing global campaign assets.
- **Senior UX Consultant, City National Bank:** Drove digital transformation for loan application tools.
- **Co-Founder, Userbrite LLC:** Facilitated design sprints for Toyota, Coca-Cola, and Subaru.