

Riley Sheehan

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Senior Design Engineer and product designer with 10+ years building and shipping high-craft digital experiences across web, brand, and product surfaces.

Comfortable owning end-to-end execution from discovery to production across AI-assisted workflows—defining flows, prototyping complex interactions, and shipping polished UI in collaboration with engineering teams.

Drawn to technically complex systems and new interaction models—designing scalable interfaces that make powerful tools feel clear, trustworthy, and ready for real-world adoption.

Product & Interaction Design
Design Systems & Platforms
Prototyping (Lo-fi, Hi-fi, Code)

Design Systems
Workflow and Systems Thinking
Front-End Development

HTML/CSS/JS (React / TypeScript)
Accessibility (WCAG / ARIA)
Cross-Functional Collaboration

WORK

Zello — Senior Design Engineer

2023 – 2026, Austin

Senior hybrid product designer/engineer owning end-to-end design and front-end implementation across customer-facing surfaces and product-adjacent experiences. Focused on simplifying complex workflows, designing scalable interaction patterns, and shipping polished systems that improve adoption and trust.

- Owned the design and front-end development of Zello's primary web platform, spanning information architecture, customer journeys, and CMS-driven content systems.
- Designed and iterated on landing pages and content systems using qualitative feedback and performance data to refine messaging, structure, and conversion paths.
- Led a major web redesign as part of a broader brand refresh aligned to enterprise growth goals, contributing to improved lead quality, clearer product positioning, and sustainable pipeline growth in 2025.
- Built reusable UI patterns and primitives that kept experiences consistent while enabling rapid iteration across teams.
- Implemented custom data models and CMS integrations tailored to a bespoke architecture, simplifying complex publishing workflows while preserving performance and design integrity.
- Partnered deeply with product, engineering, marketing, and visual design to move from ambiguity to execution—aligning on requirements, prototyping interactions, incorporating feedback, and shipping production-ready UI.
- Contributed design and front-end improvements to product surfaces (mobile app + web console), supporting coherence across product and marketing touchpoints.
- Operated within engineering workflows (Git, code review, Agile delivery), owning work from concept to release and ensuring high-fidelity implementation of design intent.

The Austin Stone — Marketing Designer → Lead Product Designer & Developer → Design Team Manager

2015-2023, Austin

Progressed from individual contributor to design and product leader over eight years, owning end-to-end digital platforms, design systems, and cross-functional delivery. Led work spanning discovery, prototyping, implementation, and iteration—bringing clarity to ambiguous problems and shipping systems that scaled across teams.

- Built and led a 6-person cross-functional team (designers, developers, project managers), setting delivery practices and raising quality across product, brand, and web experiences.
- Designed and launched a mobile-first, accessibility-optimized platform (WCAG 2.0 / Section 508), increasing desired user actions by 29% and reducing bounce rates by 15%.
- Created durable design standards and scalable systems (typography, templates, reusable components) to improve consistency and accelerate execution across touchpoints.
- Developed end-to-end workflows for discovery and delivery, increasing internal client satisfaction by 47% and improving team productivity by 25%.
- Managed stakeholder and vendor relationships across large initiatives, delivering 5,100+ requests across digital and physical channels with high craft and reliability.
- Oversaw \$100k+/year in design and production spend, reducing operational costs by \$20k annually through workflow optimization and automation.
- Designed, developed, and shipped 15+ mission-aligned digital products, bridging research, UX, and engineering to deliver cohesive, production-ready experiences.

C3 Presents — Digital Marketing Coordinator

2014-2015, Austin

Crafted innovative sponsorship programs and managed high-volume digital assets for renowned artists and brands at a market-leading live events business, ensuring a seamless and engaging experience for attendees.

- Administered marketing collateral, artist management relationships, and business communication for a lineup of over 125 renowned artists participating in Austin's largest live event with 450,000+ attendees.
- Communicated and collaborated cross-functionally with engineering, product, and marketing teams to meet and exceed project timelines and deliverables for 25 premiere international music festivals.

EDUCATION

The University of Texas at Austin — BA

2010-2014, Austin

Design — Product design, interaction design, design systems (component libraries), prototyping, visual design, motion design, typography & layout

Development — Semantic HTML, CSS, JavaScript/TypeScript, React, Next.js, Node.js, APIs, CMS integrations, accessibility (WCAG / ARIA)

Analysis — Qualitative + quantitative research, usability testing, journey mapping, A/B testing, analytics, design tokens, documentation

Tools — Figma, Adobe Creative Suite, VS Code, Git, Storybook, Docker, Notion, Miro/FigJam, Cursor, Anthropic Claude, OpenAI/ChatGPT, Google/Gemini