SUMMER-LEE SCHOENFELD

Senior Product Designer
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SUMMARY

- Senior product designer with 6+ years leading end-to-end design across consumer and SaaS products, partnering closely with product management, engineering, and research.
- Connects design decisions to measurable business outcomes: led a pricing redesign that drove 10x+ growth in paid adoption and ~12x revenue growth in a year, translating a leadership mandate into a sequenced, evidence-based plan.
- Uses AI tools, including Figma Make and Cursor with Claude, as a standard part of the design workflow to move faster from idea to testable prototype.
- Comfortable operating with a product management lens: setting priorities, sequencing rollouts, and partnering directly with engineering and leadership to move projects from concept to shipped feature.

PROFESSIONAL EXPERIENCE

Axiom Zen

Vancouver, BC

Product studio building and operating consumer and SaaS products, including Toby, a workflow organization tool used by 400,000+ people.

Senior Product Designer & Product Manager

Nov 2023 – Present

- Led Toby's pricing redesign end-to-end, translating a leadership revenue mandate into a usage-based pricing model, sequencing rollout to core users first to validate before expanding; drove **10x+** growth in paid adoption and **~12x** revenue growth in a year.
- Operated as the primary designer and product manager for Toby, taking on both design and product management responsibility with minimal design management oversight.
- Partnered closely with engineering and leadership to define requirements and ship features, writing specs and decision docs to align direction.
- Ran pricing research, surveys, and user interviews to validate concepts and ground design decisions in real usage behavior.
- Mentored a design intern: scoped work, set priorities, and delivered structured feedback.

Product Designer

Apr 2020 – Nov 2023

- Owned design for core user journeys, including navigation, onboarding, mobile, and advanced workflow management, for a product trusted by 400,000+ users.
- Designed AI-assisted features (intelligent naming, sorting, and tab grouping) that reduced manual effort and cognitive load for users managing high-volume workflows.

- Ran user research, usability testing, and experiments to validate concepts and improve activation and retention.

ZenHub

Vancouver, BC (Contract via Axiom Zen)

B2B project management SaaS built for Agile software teams.

Product Designer 2023

- Designed “Saved Views” and a commenting system for Issues and Epics, working directly with engineering to scope and ship.
- Designed the first version of an AI-driven Sprint Review feature, translating an ambiguous idea into a scoped, buildable first version.
- Developed and led a research plan for the managerial user segment, using it to prioritize design decisions.

Dapper Labs

Vancouver, BC

Blockchain company behind CryptoKitties and NBA Top Shot, and creator of the Flow blockchain.

Product Designer & Researcher Sep 2019 – Apr 2020

- Led user research, including interviews and usability studies, for NBA Top Shot ahead of launch, shaping onboarding, product concepts, and go-to-market strategy.
- Developed personas and synthesized research insights that directed feature decisions for Top Shot and early wallet-based experiences.

Product Designer Intern Jan 2019 – Sep 2019

- Designed onboarding and account-recovery flows that improved user trust and account security for new blockchain product users.

EDUCATION

Simon Fraser University, Bachelor of Arts, Major in Interactive Arts & Technology, Minor in Business Administration, with Honors (2012–2018)

ItaliaDesign Field School, Simon Fraser University (2018)

SKILLS

Figma · AI-Assisted Prototyping (Figma Make, Cursor with Claude) · User Research & Usability Testing · Cross-Functional Collaboration (Product, Engineering) · A/B Testing & Analytics (Amplitude) · Pricing & Service Model Design · Mentorship & Team Enablement