KEAT TEOH

Senior Product Designer | B2B SaaS Workflows | Design Systems | UX Copy | AI-Assisted Prototyping
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SUMMARY

Senior Product Designer with 8+ years in B2B SaaS, designing clear, focused experiences for complex workflows and for people who use them only occasionally. Led core areas of Thrive TRM's ground-up rebuild across recruiter, hiring team, and admin audiences, including the migration of 200+ clients and a client portal that reached 2,000+ users in five months. Experienced in design systems (shared components, Figma variables, and tokens), UX copy, research-led discovery, and AI-assisted prototyping in a production codebase.

SKILLS

Design: Complex B2B Workflows, Interaction Design, Information Architecture, Onboarding & User Journeys, UX Copy, Design Systems & Tokens, Wireframing & Prototyping, AI-Assisted Prototyping, User Research & Usability Testing, Accessibility (WCAG)

Tools: Figma, FigJam, Claude Code, VS Code, GitHub, Adobe Creative Suite, Jira, Confluence, Notion, Lucidchart

PROFESSIONAL EXPERIENCE

Senior Product Designer | Thrive TRM | Remote Sep 2022 – Oct 2026
Recruiting and talent relationship management (TRM) platform for executive search firms

- One of two lead designers on the ground-up rebuild of Thrive's recruiting app, owning "Projects," the multi-step search workflow (strategy, candidate sourcing, kanban pipeline) at the center of the product, across recruiter, researcher, and hiring-team roles, in a pod with a PM and front-end and back-end engineers.
- Designed a client portal giving hiring teams a contextual view of the same Project, prioritizing the actions that matter to them (candidate thumbs up/down, scorecards, search progress), with permissioned sharing and a 'view as hiring manager' preview, reaching 2,000+ hiring-team users within five months of launch.
- Maintained and extended the shared component library, defining design tokens and Figma variables with a front-end developer, and built a Figma template and UX copy guides adopted as the team grew from 2 to 4 designers.
- Built AI-assisted, prompt-driven prototypes with Claude Code in VS Code in a codebase kept in sync with production, using dummy data; shortened design sprints from 2 weeks to 1 and streamlined engineering handoffs, including for the redesign of Tasks, a migration blocker.
- Led design of "Network" with a PM, consolidating references, referrals, introductions, and connections, including Work Overlap, which recruiters reported as a major time saver when sourcing potential references used by 250+ recruiters.
- Defined the information architecture for candidate data, deciding what lives on kanban cards versus the side profile panel.
- Closed a migration feature gap every week for three months, enabling the move of 200+ clients to the new app.
- Ran a full UI/UX audit and led user journey mapping workshops early in the rebuild; introduced a feature-checklist process to help internal teams align on gaps.

Product Designer | Distru | Remote Nov 2021 – Jun 2022
Inventory, supply chain, and compliance (ERP) software for the cannabis industry

- Designed a self-guided onboarding flow for new customers by joining client onboarding calls and partnering with Customer Success to turn client feedback into the flow and information hierarchy, reducing onboarding time / support calls by 50%.
- Audited the product to produce a sitemap and component inventory, then co-owned and maintained the shared component library with engineers.
- Led design for feature initiatives including the Live Sales Menu, Dynamic Bills of Materials (BOMs), and Tasks.

Product Designer (promoted from Junior Designer) | GreenSlate | New York, NY Aug 2017 – Nov 2021
Payroll and production management software for the entertainment industry

- Reorganized the application sitemap, separating company-level and project-level features with clearer navigation and breadcrumbs.
- Owned web application features and developed the design pattern library, including "Accounting Reports" Migration, "PEX Integration", "Tax Documents", "Incentives Dashboard".
- Designed user flows, wireframes, and prototypes for iterative validation; facilitated user research and usability testing workshops; resulting in a more streamlined design process and handoff.

EDUCATION

UX Academy (UX Design Bootcamp) | Designlab | 2017

BFA, Illustration | School of Visual Arts, New York, NY | 2010