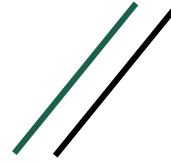




Arielle Schussler

Director of UX | Product Strategy | AI Experience Design

UC Berkeley Philosophy • MFA Creative Writing • Master UX for AI (Maven)



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Intro

UX and Product Design leader with 9+ years of experience building design organizations, modernizing enterprise software, and leading strategic product initiatives across SaaS and ad-tech environments. Combining a foundation in philosophy, an MFA in creative writing, and advanced AI-centered design training, I specialize in translating ambiguity into strategy and building experiences that balance business outcomes with human needs.

I've built and scaled design organizations, guided teams through acquisition and organizational transformation, and partnered with executive leadership to shape product strategy, investment decisions, and platform direction.

Impact

- Generated \$56M+ in revenue through the design and launch of a privacy-first, HIPAA-compliant healthcare audience platform that enabled targeting without reliance on traditional identity-based segments.
- Built and scaled AdTheorent's first internal UX organization, increasing design capacity by 300% and establishing UX as a strategic business function.
- Guided design organizations through acquisition, platform consolidation, and organizational transformation while maintaining delivery quality, team engagement, and business continuity.
- Led the unification of a three-application enterprise suite, creating a scalable design system and consistent user experience for thousands of active users.
- Established DesignOps practices, design governance, and design system standards that improved design-to-development predictability by 57% and reduced development cycle times by 15%.
- Directed platform modernization initiatives across enterprise products, reducing workflow completion times by up to 30% and accelerating adoption of new functionality.

Experience

Director, User Experience

January 2025 - current

Cadent // Remote

- Owned UX strategy, organizational direction, and design execution across four enterprise applications serving thousands of users, partnering with executive leadership to align product investments with customer needs, influence product direction, and drive platform modernization, workflow optimization, and enterprise product consolidation initiatives.
 - Partner with Product, Engineering, Executive Leadership, Sales, and Customer Success to align roadmap priorities, identify strategic opportunities, and ensure customer needs are reflected in product investment decisions.
 - Co-lead the transformation and adoption of a shared enterprise design system, improving cross-product consistency, strengthening usability, and creating a more scalable design-to-development workflow.
 - Directed user research, workflow analysis, and product redesign initiatives that reduced task completion times by 30%, improved operational efficiency, and strengthened the platform's competitive positioning.
 - Established and scaled modern design operations practices across the organization, improving design-to-development predictability by 15% and increasing visibility into design strategy, prioritization, and delivery.
 - Guide the design organization through ongoing organizational change and platform consolidation efforts, strengthening team engagement, supporting talent development, and maintaining delivery quality during periods of transition.
- Led UX strategy for the consolidation of three legacy products into a unified platform experience, creating a scalable design foundation that supported the successful transition of thousands of users while minimizing disruption to critical workflows.

Associate Director, Product Design

July 2024 - December 2024

AdTheorent // Remote

- Led and scaled a growing team of product designers, providing mentorship, performance management, career development, and strategic direction across multiple modernization initiatives.
- Partnered with Product, Engineering, and executive leadership to align UX investments with organizational priorities and support platform modernization efforts.
- Established team operating frameworks, design governance practices, and cross-functional collaboration models that improved design-to-development predictability by 57% and increased organizational alignment.
- Guided the design organization through acquisition-related change, improving team engagement and reversing retention risk as employees shifted from actively seeking external opportunities to seeing long-term career growth within the organization.

Senior Product Designer

January 2023 - June 2024

AdTheorent // Remote

- Led UX strategy for a privacy-first healthcare audience solution that enabled HIPAA-compliant targeting without reliance on traditional identity-based segments, generating more than \$56M in revenue within its first two years.
- Designed the information architecture and interaction model for large-scale audience discovery, inclusion/exclusion logic, and data navigation, enabling users to efficiently manage tens of thousands of audience selections.
- Spearheaded the redesign and modernization of a complex enterprise advertising platform, improving workflow efficiency, reducing user friction, and creating a scalable foundation for future product growth.
- Defined and implemented a comprehensive design system, information architecture strategy, and DesignOps framework in partnership with Product and Engineering, increasing development efficiency by 20% and reducing QA rework by 30%.
- Partnered closely with executive stakeholders to identify modernization opportunities, influence roadmap priorities, and align UX investments with long-term business objectives.
- Expanded the influence and maturity of UX across the organization by introducing stronger research, systems-thinking, and strategic planning practices that increased design's role in product decision-making.

Product Designer

November 2021 - December 2022

AdTheorent // Remote

- Joined AdTheorent as the company's first internal Product Designer, establishing foundational UX practices, design standards, and user-centered methodologies across a complex enterprise advertising platform.
- Introduced research-driven product development practices through user interviews, workflow analysis, usability testing, and stakeholder discovery, helping align product investments with customer needs and business goals.
- Built the organization's first scalable design library and reusable interaction patterns, creating consistency across products and laying the foundation for future design system initiatives.
- Collaborated with executive leadership to elevate UX from a tactical service to a strategic product capability, increasing design's influence in roadmap planning, prioritization, and product decision-making.
- Demonstrated the strategic value of UX across the organization, contributing to rapid expansion of the design function and earning promotion into people management within six months of joining as the company's first internal Product Designer.

Human Experience Ambassador

October 2020 - January 2022

Maximus Real Estate Partners // Remote

- Designed, launched, and maintained five community-facing websites that improved access to information, resources, and services for more than 5,000 residents and staff.
- Conducted user interviews, journey mapping, workshops, and data analysis to identify opportunities for improving employee and resident experiences across digital and operational touchpoints.
- Synthesized qualitative and quantitative research into actionable recommendations that informed service improvements, communication strategies, and stakeholder decision-making.
- Developed branded content, presentations, and communication materials that strengthened organizational messaging, increased engagement, and improved consistency across internal and external channels.
- Partnered with operational and organizational leaders to align digital experiences with business objectives, establishing an early foundation in user-centered design, stakeholder collaboration, and experience strategy.

- Designed and developed ADA-compliant websites for public outreach initiatives, improving accessibility and ensuring clear communication for diverse audiences.
 - Produced and distributed quarterly digital and print newsletters, increasing stakeholder awareness, engagement, and visibility into organizational initiatives.
 - Created presentation decks, marketing collateral, and communication materials for internal and external stakeholders, supporting strategic initiatives, community outreach, and organizational goals.
 - Partnered with cross-functional teams to translate complex information into accessible, user-centered experiences, establishing an early foundation in accessibility, content strategy, and experience design.
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Certifications

Core Competencies

Advanced AI UX // 2025
Maven

Advanced Figma // 2025
Design Lab

- UX & Product Leadership**
- Executive Partnership • UX Strategy • Product Strategy • Design Leadership • Organizational Design • Team Development •
- Enterprise Transformation**
- Platform Modernization • Product Consolidation • Design Systems • Design Operations • Organizational Change •
- Research & Execution**
- Research Strategy • Service Design • Accessibility • Stakeholder Management • Cross-Functional Leadership •
- AI & Emerging Technology**
- AI Product Strategy • AI Experience Design • Prompt Design • Human-Centered AI •

Education

MFA in Creative Writing // 2017
Saint Mary's College of California

BA in Philosophy // 2013
University of California, Berkeley

Additional Leadership & Recognition

- Instructor, Writing**
Walnut Creek Center for Community Arts (2026–Present)
- Graduate Writing Instructor & Mentor**
Saint Mary's College of California (2017)
- Editor-in-Chief**
Saint Mary's College of California Literary Journal (2017)
- Award-Winning Writer**
- Published in multiple fiction and nonfiction literary journals
 - Finalist for multiple national literary awards
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 - Finalist for multiple national literary awards