

Becca Walsh

beccaisane@gmail.com | (727) 273-5456 | www.beccawalsh.com (password: evie)

Professional Summary

Product designer with 10+ years of experience leading research-driven product design for cross-functional teams. Specializes in translating user insights into high-impact experiences and leveraging AI tools to accelerate discovery, design, and delivery.

Skills: *Generative and Evaluative Research, Vision & Strategy Definition, Design Systems, Accessibility, Facilitation, Advanced Figma, AI Design Workflows, Cursor + Claude Code Prototyping*

Experience

Staff Product Designer | Intuit Mailchimp, Remote, December 2021 – May 2026

Promoted from Senior Product Designer, September 2024

- Designed and launched Mailchimp's first marketing automation features within QuickBooks Online to over 36M users.
- Redesigned Mailchimp's Automations page with personalization, improving new user journey completion by 32% and overall create-to-turn-on rate by 14%.
- Defined the north star vision for agentic marketing automations, rapidly prototyping AI-driven orchestration and optimization features to guide future product direction.
- Identified a critical trigger adoption gap threatening launch goals, driving cross-team alignment and establishing a platform-wide contextual recommendation pattern that shaped roadmap prioritization.
- Led 0→1 design and launch of Mailchimp's first AI-generated strategy and content recommendations for Black Friday / Cyber Monday 2024, reaching over 500K customers during Mailchimp's highest-traffic sending period of the year.
- Designed two contextual Revenue Intelligence recommendations, driving 22K sends, \$2.1M in attributed revenue, and 35% repeat usage among adopters.
- Led a no-regression redesign of Mailchimp's highest-traffic and most change-sensitive page, balancing scale and usability improvements against user risk to unblock iterative improvement.
- Contributed three design system components, mentored two junior designers, and presented advanced Figma and AI best practices company-wide.

Senior UX Designer | Ad Hoc, LLC, Remote, October 2019 – November 2021

Promoted from UX Designer, January 2021

- Led design of the Veteran debt management tool serving 395K active debts (\$1.7B), abstracting complex government processes into a compassionate, accessible self-service experience on VA.gov.
- Led design of a hearing aid and prosthetic accessory ordering application, helping millions of disabled Veterans access benefits digitally for the first time.
- Planned and conducted research with Veterans and stakeholders, translating complex policy constraints into user-centered product decisions.

AVP Lead UX Designer | Bank OZK Innovation Labs, St. Petersburg, FL, April 2017 – October 2019

Promoted from UX Designer, August 2019

- Served as sole designer for a 35-person org, leading research and design across five products ranging from customer mobile apps to internal operational tools.
- Established the organization's first remote user research practice.
- Defined the company's first design system, driving consistency and development efficiency across product teams.
- Led design-thinking workshops for strategic initiatives and redesign efforts, building alignment across product, engineering, and business stakeholders.

UX Mentor, Advanced Figma Prototyping | Harness Projects, 5 cohorts from June 2023 – October 2024

Education

B.S. in Cognitive Science, Human Computer Interaction from University of California, San Diego (2011-2015)

- Research assistant for Distributed Cognition & Human Computer Interaction Lab, 2013, Intern at BPOC 2014