Blake Howard

Remote | Lakeland / Tampa / Orlando onsite or hybrid
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LEAD / STAFF PRODUCT DESIGNER | SAAS PLATFORMS | DESIGN SYSTEMS

Product designer with 10+ years across SaaS, mobile, and connected products. Owns complex initiatives from concept through production, combining product strategy, interaction design, and technical fluency. Recent work includes a complete Reservation Sales rewrite, a multichannel marketing automation platform, and a shared design system that enabled predominantly asynchronous collaboration across Product and Engineering.

Experience

Revinate | Senior Product Designer

December 2021 – Present

Owned design across six applications and the shared design system, spanning marketing automation, guest communications, reservation sales, and AI capabilities.

- Served as sole designer for a three-year, ground-up Reservation Sales rewrite. Maintained design continuity across four successive project owners and delivered redesigned workflows, group hierarchy, permissions, settings, templates, reporting, and AI call scoring.
- Designed automated call-review experiences spanning batch scoring, timestamped assessments, transcripts, human review, agent results, performance dashboards, and supervisor alerts; replaced manual listening and scoring workflows and supported usage-based monetization.
- Reduced migration burden through hundreds of tests across dozens of customer and call types, saved agent layouts, and a rollout over multiple quarters that introduced functionality progressively.
- Conceived and designed Pathways through initial launch, evolving batch-email marketing into connected multistep journeys with profile-level personalization, conditional follow-up, and attribution. Designed for email, SMS, webchat, WhatsApp, WeChat, and social publishing, with integrations available through paid features.
- Balanced automation power with usability through templates, recommended next steps, and editable settings. Proposed channel and pacing safeguards, aligning Product and Sales around customer-controlled journeys with system-managed delivery batching.
- Built an atomic Figma library with tokens, responsive layouts, and interactive component states. Partnered with the frontend guild on React component behavior and properties, implementation reviews, and release approval in a Storybook-based workflow.
- Enabled predominantly asynchronous Product and Engineering handoffs through the library, interactive prototypes, and revised workflow; replaced an estimated eight weekly meetings of 1–2 hours each across groups totaling approximately 30–35 people.

Earlier Experience

A. O. Smith | Mobile App Platform Manager

August 2020 – August 2021

- Owned the mobile product lifecycle for the North American portfolio serving residential customers, commercial maintenance teams, and service technicians across the US, Mexico, and Canada.
- Designed appliance controls, monitoring, and fault alerts, plus technician diagnostics, replacement-parts access, and repair guidance. Supported the introduction of five connected IoT appliances during a one-year tenure.
- Worked within constrained residential hardware capabilities, defining useful experiences supported by device data processed in the cloud. Directed external development through product and design handoffs and performed QA and UAT for each update.

Takl | UI/UX Designer

March 2019 – July 2020

- Served as sole designer and acted as product owner, translating senior stakeholder guidance into priorities, design direction, future features, and go-to-market handoffs.
- Directed the introduction of delivery services, recurring projects, projects involving multiple contractors, and add-on job upsells, expanding a marketplace previously focused on one-off jobs.
- Expanded customer use cases and repeat-purchase opportunities; the business observed increases in both order frequency and order value as these capabilities were introduced.

VaranIdea | Chief Strategy Officer (Product and Design Lead)

March 2016 – March 2019

- Progressed from part-time contract designer to full-time employment and promotion to Chief Strategy Officer, with responsibilities centered on product ownership, strategy, and design.
- Served as product owner and sole designer for early-stage applications, coordinating offshore development, validating implementations through UAT, and supporting go-to-market delivery.
- Designed and helped launch Kaliin, a calendar-management assistant that considered multiple users' data and preferences to recommend compatible scheduling options and resolve conflicts.

Earlier Experience | Web Developer

August 2012 – March 2016

Built a foundation in web development that informs hands-on prototyping and collaboration with engineering.

Core Expertise

Product strategy • Interaction design • Information architecture • Workflow automation • Prototyping • Usability testing • Design systems • Design tokens • Cross-functional leadership • QA and UAT • AI-assisted workflows

Figma • Storybook • React component libraries • HTML • CSS • JavaScript • Modern web frameworks • Hybrid mobile platforms