Bill Bulman

Hands-On Product Design Director | AI-Powered Products, Enterprise SaaS, and Data-Rich Workflows

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Summary

Product design director with 15+ years in complex enterprise software. I have led design organizations of up to 165 people across 15 countries, and I chose to return to hands-on work because shaping the product directly is where I add the most value. Today I set product direction with executives, make the critical design calls, and build the work myself in Figma and in code alongside engineering. My focus is AI-powered and data-heavy products: turning model recommendations, analytics, and complex workflows into experiences people trust enough to act on. At Johnson & Johnson, **3 of 4** pilot planners favored working with AI recommendations once every number could be explained. I prototype daily with Claude Code, Cursor, and Codex, so ideas reach customers in days rather than quarters.

Selected Strengths

- **AI that earns user trust.** At Johnson & Johnson I designed how supply chain planners work with an AI recommendation engine: recommendations on by default, control from session-wide down to a single section, overrides never blocked and logged back to data science, and an explainability spine showing the history behind every number. **3 of 4** pilot planners favored the AI recommendations with that spine in place. At AMA, I shipped AI residency matching after building AI tips and recommendations for medical students; **12** medical students in testing said they would choose the redesigned FREIDA over competitors such as Doximity.
- **Data-rich interfaces people act on.** Designed two investment analytics platforms for Northern Trust (**55%** higher satisfaction, **22%** cost reduction) and an analytics MVP at Autodesk adopted by **12 of 14** target accounts (**87%** satisfaction).
- **Adoption and satisfaction as the scoreboard.** Autodesk onboarding: **50%** higher success and **124%** faster setup. Wells Fargo: **8%** user growth and **22%** fewer support calls. AAA: **27%** more signups and **30%** less attrition. Ran A/B testing for multiple clients to settle design debates with evidence.
- **Design systems from the ground up.** Built Zurich's enterprise design system from zero (**32%** less development time) and Autodesk's multi-context React system (Autodesk X Prize). Own the design system and front end for Workshopr.io.
- **Research at the core.** Partner and research lead at Messagefirst, still run my own user interviews, and built Emory Healthcare's research operations function.
- **Fast from idea to evidence.** My AI-assisted workflow cuts concept-to-prototype **40%** and time-to-market **70%**. Created Salesforce's "Envision" discovery and rapid prototyping service (**50%** average satisfaction lift).
- **Influence at the executive table.** Grew Salesforce's practice from **$350K to $35M** and delivered **$100M+** in annual revenue at Avanade/Accenture, partnering with executives at Intel, Nike, PayPal, Microsoft, and BMW. Comfortable in regulated, high-stakes settings: pharma, banking, wealth management, insurance, and healthcare.

Professional Experience

Principal Product Designer | Independent Consulting

Chicago, IL | 2020 to Present

Embedded, hands-on design lead for enterprise and AI products, from discovery through shipped release.

- **Johnson & Johnson (Data Science and AI):** Sole designer on an AI supply chain Control Tower for European operations, built to move planners off spreadsheets and raw SAP screens. Partnered with data science and product on the recommendation, explanation, and override model; ran the user interviews; carried it to a **24**-planner pilot where **3 of 4** favored the AI recommendations.

- **American Medical Association:** Owned product vision and interaction design for the FREIDA residency search and AI matching redesign; shipped the MVP. **12** medical students in testing preferred it over competitors such as Doximity.
- **Wells Fargo:** Lead designer on the premier mobile banking experience: **8%** user growth, **55%** satisfaction increase, **22%** fewer support calls.
- **T. Rowe Price:** Lead designer on the APAC and Japan investor platform, extending the Angular design system: **55%** higher investor satisfaction, **12.5%** account growth.
- **Emory Healthcare:** Built a research operations function from the ground up, including AI-enhanced research training for cross-functional teams.

Key Clients: Johnson & Johnson, American Medical Association, Wells Fargo, T. Rowe Price, Boston Consulting Group, PwC, Signify Health, Emory Healthcare

Founder & Product Design Lead | Workshopr.io

Chicago, IL | 2021 to Present

- Built an AI-powered SaaS platform for workshop facilitation used by **1,400+** facilitators: **350+** workshop templates, agenda planner, and AI coaching, with an iOS companion app and a Mac app.
- Own product strategy, design system, and front-end build; ship weekly with Claude Code, Cursor, and Codex, and use live usage data to decide what to build next.
- Launched a content ecosystem (podcast, Substack, LinkedIn) that drives user acquisition and thought leadership in facilitation.

Practice Lead, Experience Design | Inspire11

Chicago, IL | 2019 to 2020

- Player-coach for a team of 7 across Chicago and Serbia, embedded with client product teams. AAA: member mobile strategy during COVID, **650%** more monthly visitors, **30%** less attrition, **27%** more signups. Northern Trust: two investment analytics platforms on an enterprise Angular design system, **55%** higher satisfaction, **22%** cost reduction.

National Practice Lead, UX | Centric Consulting

Chicago, IL | 2017 to 2019

- Built the national UX practice. Zurich Insurance: enterprise design system from zero, **32%** less development time across offshore teams. Yaskawa: global e-commerce redesign, **48%** NPS increase. Vitas Healthcare: hospice care mobile app, **25%** higher employee satisfaction and **25%** faster task completion.

Director, Product Design, Media & Entertainment | Autodesk

San Francisco, CA & Toronto, ON | 2016 to 2017

- Led design for cloud collaboration and analytics products with 11 designers across San Francisco, Toronto, and London; introduced LUMA research methods. Film and VFX collaboration platform: **50%** higher onboarding success, **124%** faster setup, **76%** satisfaction increase. Analytics MVP: **87%** satisfaction, **12 of 14** target accounts. Multi-context React design system (Autodesk X Prize, 2016).

Practice Director, User Experience | Salesforce

San Francisco, CA | 2013 to 2016

- Created "Envision," a discovery and rapid prototyping service for Intel, Nike, PayPal, eBay, Pearson, Abbott, and Genomic Health: **50%** average satisfaction lift and higher license adoption. Grew the practice from **$350K to $35M** and the US design team to 30 (**62%** YoY growth), and opened four European studios.

Senior Director, Global Design Lead | Avanade/Accenture

Chicago, IL | 2008 to 2013

- Led a global practice of **165** designers across 15 countries and 24 studios, serving Microsoft, Nokia, Samsung, BMW, Target, Best Buy, and P&G and delivering **$100M+** in annual client revenue. Opened studios in Buenos Aires, Monterrey, China, and India, cutting cost-to-serve **30%+**. **2%** attrition vs. **25%** company-wide; shared pattern libraries and hands-on craft reviews kept quality consistent across four continents.

Earlier Career

UX Manager, GSI Commerce/eBay Enterprise | Director, Interaction Design, Leo Burnett | Director, User Experience, Ogilvy | Partner & Research Lead, Messagefirst

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Skills

Product Design: Complex workflows, dashboards and data visualization, interaction and visual design, design systems (React, Angular), prototyping in code (HTML, CSS, JavaScript, React, Vue.js), Figma, accessibility (WCAG 2.1 AA)

Data and AI: Recommendation and explanation patterns, trust and override design, prompt and evaluation design, analytics and A/B testing; Claude Code, Cursor, Codex, Gemini, Figma AI

Research and Strategy: Discovery and user research, research operations, journey mapping and service blueprints, product strategy, executive presentations, cross-functional partnership with product and engineering, facilitation, coaching and critique

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Education & Industry Engagement

University of Montana, Computer Science & Business | LUMA Institute, Human-Centered Design Certification | University of Chicago, Publishing Certificate | Dale Carnegie, Leadership & Sales

Speaking: Salesforce Dreamforce, eBay Corp. Summit, Rosenfeld Media, UXPA, IA Summit, CHI | **Board & Advisory:** American Dental Association (Chairman, ADABEI 2020 to 2024), InVision Design Forum, Atribute, Rutgers CX Advisory