

Keenan Echols

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Summary

Strategic Senior Product Designer with over 13 years of experience driving end-to-end design for complex web and mobile platforms. Proven track record of navigating ambiguity and simplifying workflows into intuitive, accessible experiences that align user needs with business goals. Expert in storytelling and exploring northstar visions to influence stakeholders, lead cross-functional pods, and evolve design systems.

Experience

Ontra AI | April 2026 – Oct 2026 | Senior UX Designer, AI Agents (Remote)

- Led end-to-end design for core AI and entity management workflows across the Atlas & DDQ products, bridging human-in-the-loop (HITL) interactions with complex financial and legal operations. Worked in code shipping PRs through Claude Code.
- 0-to-1 AI Atlas Agent: Architected the foundational agent experience enabling enterprise users to review, verify, and act as a human-in-the-loop (HITL) over continuously updated corporate entity data.
- AI Chart Extraction: Redesigned and advanced visual data extraction tools, allowing customers to automatically map, identify, and reconcile new and existing entities against relational hierarchies.
- DDQ (Due Diligence Questionnaire) Agent: Led the experience for an intelligent DDQ agent, enabling users to audit and validate generated questionnaire responses directly against cited source precedent in their internal library. Reducing time-to-value by 62%.

HubSpot | Feb 2023 – Sep 2025 | Senior Product Designer, Live Chat (Remote)

- Led strategic design and execution for the Self-Service Conversations team, delivering intuitive and scalable experiences for a global user base.
- Drove the 0-1 launch of an AI-driven live chat agent from ambiguous concept to final handoff, utilizing high-fidelity prototypes to visualize complex user flows.
- Collaborated closely with product management and engineering to ensure technical feasibility and accessibility, resulting in a 20% increase in resolution rates.
- Acted as a subject matter expert in AI tool adoption to accelerate team iteration and improve product consistency.

Community.com | Nov 2021 – Dec 2022 | Senior Product Designer, Automations (Remote)

- Owned end-to-end execution for all SMS automation features, bridging the gap between design and code implementation for core product integration.
- Directed the design of a 0-1 SMS workflow builder, translating complex logic into simple, elegant solutions that increased user engagement by 32%.
- Conducted user research and facilitated workshops to define product roadmaps and frame complex systemic problems.

State Farm | Mar 2021 – Nov 2021 | Contract Senior UX Architect, Fire & Auto (Remote)

- Owned strategic design work for new Fire and Auto insurance products, focusing on simplifying complex financial user journeys.
- Used facilitative leadership to coordinate with cross-functional stakeholders in an agile environment, ensuring cohesive and feasible design solutions.

Attentive | Aug 2020 – Mar 2021 | Senior Product Designer, Automations (Remote)

- Redesigned the core SMS journey builder interface, introducing enhancements for A/B testing and

- conditional branching logic that reduced setup time by 36%.
- Partnered with engineering to ensure design system adoption and consistency across high-volume automated platforms.

AT&T | Apr 2016 – Nov 2019 | Senior UX Designer (Atlanta, GA)

- Led design initiatives for cross-platform enterprise applications and retail POS systems, managing the full lifecycle from user testing to interactive prototyping.
- Translated business requirements into effective user experiences within an agile framework, fostering strong collaborative relationships across business units.

Incomm | Oct 2014 – Apr 2016 | Senior Mobile UX Designer (Atlanta, GA)

- Directed the design of native mobile fintech applications, specifically focusing on GPR and reloadable checking card products.
- Owned the complete process for complex form design and mobile financial services, delivering intuitive, user-centric mobile experiences.

State Farm | Feb 2014 – Oct 2014 | Senior UX Designer (Atlanta, GA)

- Designed banking and insurance experiences across responsive web and native mobile platforms.
- Applied user-centered design processes, including observation and usability testing, to inform visual comps and interactive prototypes.

The Wall Street Journal | Jan 2008 – Feb 2013 Interactive Designer (New York, NY)

- Led design strategy and execution for ad sales, collaborating with high-profile clients to develop co-branded campaigns and interactive digital content.

Skills

- **Design Tools:** Figma, Adobe XD, Sketch, Adobe Photoshop, Dovetail, Usertesting
- **AI & Process Innovation:** Figma Make, Lovable, Bolt, v0, Uizard, Cursor, Claude, Google LLM Notebook
- **UX Methodologies:** User Research, Wireframing, Rapid Prototyping, Usability Testing, Information Architecture, Interaction Design, User Journeys, System Maps
- **Systems & Leadership:** Design System Management, Accessibility, Agile/Scrum, Facilitative Leadership, Storytelling, Project Management
- **Technical:** iOS/Android Design, HTML, CSS, Javascript (Basic), JIRA, Miro, Notion

Education

- **Towson University** | BA, Graphic Design