

# RD WILK

## UX & Product Design Leader | AI-Driven Innovation | Enterprise SaaS

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## SUMMARY

Award-winning design leader with 15+ years of experience delivering intuitive, scalable UX across SaaS, AI, and enterprise platforms. Expert in blending design systems, human-centered strategy, and cross-functional collaboration. Passionate about creating AI-enhanced tools that simplify decision-making and drive measurable business outcomes.

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## CORE SKILLS

UX Strategy & Leadership • Design Systems • AI/ML Integration (GPT, LLMs)  
Figma, Adobe CC, HTML/CSS, JavaScript • Cross-Functional Collaboration • Accessibility  
Design Thinking • Lean UX • Agile/Scrum • User Research & Analytics

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## PROFESSIONAL EXPERIENCE

### SPOTIO — *User Experience Lead*

Mar 2020 – Apr 2025 | Addison, TX

Lead UX strategy for a multi-platform sales enablement SaaS, driving AI initiatives and design system evolution.

- **AI Innovation:** Led SPOTIO's GPT-based assistant, generative messaging, and AI summarization—enhancing productivity and customer insight retrieval
- Designed **AI-driven automation flows:** integrated chat actions with CRM APIs for real-time task execution (calls, emails, team management)
- Architected scalable design systems adopted org-wide across mobile and web
- Shaped strategic design direction and fostered cross-functional collaboration to align UX with growth KPIs
- Conducted research-driven design sprints to refine workflows and increase user satisfaction

### VERIZON — *Senior User Experience Designer*

Mar 2008 – Jun 2019 | Irving, TX

Owned UX design and front-end development across enterprise tools used by 200K+ employees.

- Delivered \$5.7M+ annual savings through improved workflows and interface simplification
- Led IoT-driven innovation projects saving \$2M+ through smarter internal real estate tools
- Developed research methodologies and introduced prototyping standards at scale
- Created a UX mentorship program and led internal hackathon team to ~\$1M cost-saving concept

## **MOTION GRID — Creative Director**

*Apr 2006 – Feb 2008 | Plano, TX*

Directed global brand and product design strategy for e-commerce and web platforms.

- Boosted NPS by 25% and increased annual sales 19% YoY
- Established design systems and component libraries improving efficiency and team cohesion

## **VERIZON — User Experience Designer**

*Mar 2003 – Jul 2004 | Irving, TX*

- Designed Verizon's FiOS TV UI, corporate intranet, and desktop productivity tools for 250K+ employees

## **MCKOOL GRAPHICS — Digital Designer**

*Feb 2002 – Feb 2003 | Dallas, TX*

- Delivered print and digital designs for national clients; created branding materials and ad layouts

## **HIGH-TECH SIGNS — Graphic Designer**

*Mar 2000 – Jan 2002 | Arlington, TX*

- Designed signage and decals for major Texas clients, including Texas Rangers and Motor Speedway

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## **EDUCATION**

### **B.S. in Information Technology**

West Pomeranian University of Technology, Szczecin, Poland

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## **AWARDS & PATENTS**

- 10 Best Intranets - Nielsen Norman Group ([2011](#), [2015](#))
- Digital Workplace of the Year – First Runner-Up — Digital Workplace Group (2017)
- US Patents:
  - Out-of-office Calendar Aggregator ([US Patent 8886732](#))
  - Systems and methods for managing and tracking space availability ([US Patent 10665100](#))

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## **LANGUAGES**

English (Fluent), Polish (Native)