

# MISTY CRIPPS

**AI Product Design | Intelligent Systems | User Experience**

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## SUMMARY

AI Product Designer with deep experience building user-centered systems, from enterprise software to production AI tools that run today. I hold 5 U.S. patents in interaction design and bring the same rigor I applied to complex problems in the enterprise, mobile, and consumer spaces to the challenges of designing with and for AI.

Over the last several years, I've designed and shipped conversational AI, semantic retrieval systems, and agent-enhanced automated editorial workflows within a live publishing platform. That work includes a mood-based poetry discovery system built on vector search and conversational AI and automated workflows that reduced content publishing time by 30%.

I work across the full product lifecycle: research and discovery, concept and ideation, design and prototyping, development and QA, and testing and measurement. I'm equally comfortable leading a product direction and executing as an IC. I thrive in collaborative environments where design and engineering work in close partnership.

## CORE COMPETENCIES

### **AI & Intelligent Systems:**

Conversational AI Design · Prompt Engineering · Semantic Retrieval & Vector Search · GenAI Workflow Integration · Agent Design · Taxonomy & Knowledge Architecture · OpenAI/Anthropic API · Workflow Orchestration & State Management

### **Product & UX Design:**

End-to-End Product Design · Qualitative Research & Contextual Inquiry · Information Architecture · Interaction Design · Design Systems · Prototyping · Accessibility (WCAG) · A/B Testing & Measurement

### **Leadership & Tools:**

Product Strategy · Cross-functional Team Leadership · Stakeholder Management · Agile/Scrum · HTML/CSS/Javascript · WordPress · Adobe Creative Suite · Google Analytics

# PROFESSIONAL EXPERIENCE

## VAQUITA DESIGN | Principal Designer

**2016 - Present | Remote**

Independent design consultancy delivering end-to-end UX and AI product design across healthcare, fitness, retail, logistics, and publishing. Work spans embedded client engagements and an ongoing role as Creative Director at San Antonio Review, where I lead a distributed editorial and technical team.

### **Client Engagements**

Lead the complete product design process, including research and discovery, information architecture, interaction design, prototyping, usability testing, and implementation for clients ranging from startups to enterprises. Collaborate closely with engineering, product, and data teams throughout, managing stakeholder relationships and project delivery from brief to launch. Over the last several years, a growing focus of client work has been on integrating AI capabilities, including conversational interfaces, recommendation systems, and AI-powered workflow automation.

## SAN ANTONIO REVIEW | Co-Founder & Creative Director

**2016 - Present | Remote**

Co-founded and lead product design for an independent digital publishing company generating revenue through submission fees, contests, merchandise, and external funding, with a distributed team and hundreds of active paying contributors. The digital literary journal has grown into a live production environment for AI product design.

Work with a distributed team of editors, contributors, and technical collaborators to publish 1,000+ pieces of content annually across the web and multiple digital channels, serving hundreds of active contributors and an engaged readership.

### **Semantic Retrieval-Based Content Exploration**

Designed and built a mood-based poetry discovery system on vector search and conversational AI, enabling readers to find content through emotional context and situational need rather than categorical browsing. This is an interaction model with direct applications in enterprise knowledge discovery and content recommendation.

### **Agent-Enhanced Editorial Workflow**

Designed and built a submission to publication process with email-based approvals from contributors and editors that control the workflow, along with editorial dashboards where content can be viewed and managed. Agents reduce content publishing time by 30% by automating the image creation for each written piece and the social media creation, scheduling, and publishing.

### **Research Agents**

Created research agents to find and track funding opportunities, discover new authors and artists, create outreach lists, and track what our contributors are doing in order to amplify their successes and build community. The reports agents generate save editors and staff hundreds of hours of research time.

### **Conversational Assistant for Contributors**

Designed and built a Q&A conversational assistant to answer the most frequently asked questions during the submission process. This reduced the number of emails to editors and increased the number of completed submissions.

## **FROG DESIGN | Associate Creative Director**

### **2016 - 2016 | New York**

Led UX and design strategy for major client engagements in emerging technology, directing multidisciplinary teams of researchers, interaction designers, and visual designers on enterprise-scale projects requiring novel interaction paradigms. Managed creative output and delivery across complex, fast-moving engagements while maintaining design quality and strategic coherence.

Presented design strategy and innovation roadmaps to stakeholders at Fortune 500 clients. Contributed to new business development through pitch work and proposal development, and served as a strategic consultant in ongoing client relationships.

## **FROG DESIGN | Principal Designer**

### **2007 - 2014 | Austin**

Led interaction design for large-scale enterprise and consumer products across finance, healthcare, telecom, and entertainment. Worked in close collaboration with strategists, researchers, and visual designers, leading multidisciplinary teams while remaining deeply hands-on with research, concepting, and interaction design execution.

Pioneered dual-screen mobile interaction paradigms during an era when the design problems of multi-screen systems were largely unsolved. That work resulted in 4 U.S. patents covering gesture-based navigation, universal clipboard, display stack management, and novel viewing methods. It required building conceptual frameworks for how users think about and move between complex, interconnected screens, not just designing surfaces.

Guided the complete UX design process across many high-profile client engagements: user research, conceptual frameworks, information architecture, wireframes, prototypes, and

interaction design. Created design systems and pattern libraries for enterprise clients that scaled for large product teams. Presented design strategy and rationale to executive stakeholders and worked directly with engineering teams to ensure implementation fidelity.

Mentored junior designers on craft and design thinking, and contributed to internal education and business development through writing and speaking on emerging interaction patterns and research methodologies.

## **YAHOO! | Senior Interaction Designer**

**2004 - 2007 | Santa Monica**

Led design and research for major platform redesigns within Yahoo!'s Lifestyles group, working on high-traffic consumer products serving millions of daily users. Drove the complete design process across multiple simultaneous product lines. Created personas, conceptual frameworks, information architecture, wireframes, task flows, taxonomies, and functional specifications.

Worked in close collaboration with engineers and product managers, iterating rapidly on user feedback and analytics data. Conducted user research, competitive analysis, and usability testing to validate design decisions at a global scale.

## **ORACLE | User Experience Designer**

**2003 - 2004 | Redwood Shores**

Designed user experiences for enterprise CRM and HR systems serving a global workforce. Developed functional prototypes, use cases, task models, and design specifications for complex enterprise applications, and contributed to redesigns of major system components, including CSS development and validation.

Conducted formal usability research in a lab environment. Wrote test plans, logged sessions, and presented findings and recommendations to stakeholders. Collaborated closely with engineering on design improvements and workflow optimizations for mission-critical business systems.

## **PATENTS**

- Recording A Trail Of Webpages (20120210237)
- Desktop Reveal By Moving a Logical Display Stack With Gestures (9182937)
- Universal Clipboard (8832577)
- Method and System for Viewing Stacked Screen Displays Using Gestures (10540087)
- Methods and Systems for Presenting Windows on a Mobile Device Using Gestures (11010047)

# EDUCATION & CERTIFICATIONS

**University of California, Davis**

BA, Linguistics

## **Professional Certifications:**

- **AI Trainer Certification**, Conversation Design Institute (CDI) (2026)
- **Conversation Design Certification**, Conversation Design Institute (CDI) (2025)
- **120-Hour Master Certification in Teaching English as a Foreign Language**, Bridge Education Group (2025), *language acquisition, cross-cultural communication, instructional design*
- **Google Data Analytics Professional Certificate**, Google, Coursera (2024)
- **Prompt Engineering Specialization**, Vanderbilt University, Coursera (2024)