

Caleb Hill

Lead Product Designer · Design Systems & AI Tooling

hello@calebhill.me

Lead Product Designer with 10+ years of experience bringing product strategy and interface craft together to build systems that scale. I create shared foundations that help teams and AI agents work from the same decisions without cutting corners.

Experience

Rocket

Lead Product Designer, Design Systems

2026–Present

Experian

Lead Product Designer, Design Systems

2023–2026

- Leads a multi-platform design system (iOS, Android, Web) with shared libraries, patterns, and tokens used by 10+ product teams
- Built and maintains an internal AI agent that answers component, pattern, and accessibility questions on demand — materially reducing support load and lifting self-serve documentation use across the design org
- Designed an AI-assisted design-to-code pipeline (Figma → tokens, components, and starter implementations) — shortening handoff cycles and accelerating component delivery
- Automates release notes, migration guides, and component documentation with LLM-based workflows, keeping docs in step with every release
- Drives AI adoption across the design team: defines tooling standards, runs enablement sessions, and codifies prompts and workflows so every designer ships with leverage
- Partners with engineering to ensure design parity, implementation accuracy, and a shared model for how AI fits into the build pipeline
- Embeds WCAG accessibility standards into all system work and tooling
- Presents system strategy, AI tooling ROI, and OKR progress to leadership to align with broader product goals

- Mentors designers on AI-augmented workflows to scale quality, speed, and consistency

Senior Product Designer, Native Apps

2021–2023

- First native product design hire — established foundational mobile UX practices for iOS and Android
- Led design across multiple feature teams, partnering with engineering to ensure implementation quality
- Improved native onboarding flows, contributing to a 30% MoM lift in Premium membership sign-ups

Aeris Health

Senior Product Designer

2020–2021

- Designed and maintained the public-facing marketing site and core product interfaces
- Unified brand and product through shared patterns and reusable systems
- Partnered with product and engineering to refine user flows and implementation quality

Drum.io

Contract Product Designer

2019–2022

- Led design for the MVP iOS app — defined core features, flows, and UI architecture
- Built high-fidelity prototypes and wireframes for user testing, product reviews, and stakeholder alignment
- Partnered with dev leads to shape app architecture and component libraries, laying a scalable foundation for future build phases

Mopro

Product Manager

2015–2019

- Led UI/UX for a new product suite and internal tools
- Managed global design and dev teams across product and marketing
- Oversaw product delivery and cross-functional execution alongside the executive team

Education

California Baptist University

Bachelor of Arts · Graphic Design and Photography · 2011