

Ryan Johnson.

Principal Product Designer

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Fifteen years designing enterprise software — USAA, Procore, People.ai, Document Crunch (now Trimble) — with a track record of leading the work that's emotionally, operationally, or intellectually hardest. Three years shipping AI-native product design across two companies. Currently operating RJ Digital, an AI-native agency where autonomous agents handle client research, copywriting, and community content, orchestrated by a Claude-based system I designed and built. Author of Forge UX Patterns, a public library of behavioral-science-grounded patterns for AI agent design.

Experience

Staff Product Designer

Mar 2025 – Present · Remote

Document Crunch (acquired by Trimble) · Austin, TX metro

Built an auto-redlining prototype end-to-end in a single 12-hour overnight session — PDF extraction, GPT-4o risk analysis, Microsoft Word output with real OOXML tracked changes — using AI agents orchestrated via a messaging app. Demoed to CEO Josh Levy the next morning. He called it *"the compelling event."* The engineering head said the company *"will die without agent-first development."* DC then adopted agent-first prototyping as mandatory engineering practice, and I led the discovery work that grew into the AI Strike Team.

- **12-hour solo build** · Next.js + GPT-4o + OOXML → live Vercel deploy → CEO demo next morning
- Prototype reshaped DC's development philosophy and moved auto-redlining from "someday" to the headline feature of Document Crunch 2.0
- Led the redlining discovery as the Principal-level strategic designer for Cycle 5
- Architected the **three-tier AI plugin knowledge structure** (Company / Industry / Local Market) shipped to real clients including TKG Custom Homes in Seguin
- Continued through the Trimble acquisition

Senior Product Designer

May 2023 – Mar 2025 · Remote

People.ai

Led design on the **self-service implementation wizard** — a TurboTax-inspired step-by-step onboarding flow for admins configuring People.ai's revenue intelligence platform. Paired the wizard with an **embedded generative AI assistant** that knew where the admin was in the process, pulled contextual knowledge-base content on demand, and learned from every interaction. Reduced the implementation burden on Customer Success Managers while accelerating time-to-value for new accounts.

- **Cut time-to-value by 32%** with the implementation wizard
- Led design from research through ship, including the contextual GenAI assistant — shipped production AI-native UX before it was standard practice
- Designed in-context educational resources (tooltips, inline help, pop-ups) that replaced CSM escalation touchpoints
- Ran multiple rounds of usability testing with enterprise admin users across client companies

Senior Product Designer

May 2021 – Apr 2023 · San Antonio, TX · Remote

Procore Technologies

Led design on Procore's **Timekeeping and Overtime Management** surface — the interface field workers, foremen, project managers, and payroll admins use to track labor hours, enforce compliance with collective bargaining agreements and local labor laws, and prevent payroll errors. Led research, persona development, journey mapping, and usability testing for the **Overtime Rules Engine**, which automated the mental burden of matching time entries to the right compliance rules.

- Led research across 3 personas (field worker, project manager/foreman, payroll admin) with 8 customer organizations with variable labor-law compliance needs
- Designed the Overtime Rules Engine and the downstream Create Timesheet flow
- Usability-test quote from a Project Manager: *"This would save us so much time, I can't even put a number to how much time our payroll team would save."*
- Contributed to Procore's design system and style-guide documentation; mentored junior designers

Senior User Experience Designer

Jun 2016 – May 2021 · San Antonio, TX · 5 years

USAA

Led a team of designers delivering USAA's Survivorship experience — a digital compass guiding family members through one of the rawest and most emotional moments of their lives. The only existing way to report the loss of a loved one was by phone. There was immense organizational pushback on offering a digital option. I defended the vision, led the team through member research, prototyping, and testing, and delivered a 24/7 digital experience.

- **Goal: 5–7% digital engagement in year one. Result: 17% — more than 2x the target.**
- **2018 Team to Market Award** for the Survivorship digital experience
- Cross-line-of-business scope — touched every product USAA offers
- Led member research with 15+ recently bereaved members, a 32-participant co-design workshop, and usability testing with 12 more bereaved members
- Reshaped how the USAA design organization thinks about the full lifecycle of member experiences

Art Director

Nov 2015 – Jun 2016 · New Braunfels, TX

The AMMO Group

Full-stack agency role — designer, sales representative, media buyer, and project manager in one. Delivered collateral across print, web, TV, and radio for clients in varied industries. Designed logos and front-end for client websites, mentored less-experienced designers.

Senior Designer

Aug 2014 – Nov 2015 · San Antonio, TX

Hostway Corporation

Lead creative voice managing design processes and the design team at a hosting/tech company. Revamped sales collateral for consistency across the product line, and led a homepage redesign through prototyping and user testing — saving ~\$25K in projected external agency fees.

Creative Marketing Specialist

Dec 2011 – Jul 2014 · San Antonio, TX

GlobalSCAPE, Inc.

Sole in-house creative supporting sales, marketing, and product teams. Unified brand work across products, bi-weekly email marketing campaigns, and market-trend analysis.

Earlier (2007–2011): Social media and production design at Digital Street (Austin), MOSAK Advertising (San Antonio), Ranch Road Design & Printing, and Office Depot.

Selected Projects

Forge UX Patterns

2025–PRESENT

Public library of 37 interaction patterns grounded in behavioral science (Fogg, Kahneman, Wendel, Norman) and explicitly adapted for AI agent product design. Canonicity scoring, cognitive-load ratings, authority traces. forge-ux-patterns.vercel.app

RJ Digital

2026–PRESENT · FOUNDER

AI-native digital agency where specialist agents ship client work. Jarvis (Claude-based) orchestrates Atlas for SEO recon, Poe for copywriting, June for community content, Librarian for file hygiene. rjdigitaltx.com

Seguin Digital

2026–PRESENT

Local community publication where an autonomous AI agent publishes every morning. A living test of how far AI-native content can go while still earning local trust. seguindigital.com

TKG Custom Homes

2026 · CLIENT

Luxury home builder website plus AI Employee deployment using the three-tier knowledge architecture. tkgcustomhomes.com

Presidio Concrete

2026 · CLIENT

Digital business card for a commercial concrete contractor in San Antonio. presidioconcrete.com

What I Work On

AI-NATIVE

Conversational UX, trust cues, hallucination mitigation, agent autonomy patterns, human-in-the-loop review workflows

SYSTEMS

Design system token architecture, variable font orchestration, component libraries, design documentation

ENTERPRISE

Multi-tenant product, permissions, integrations, workflow automation, long-horizon craft

RESEARCH

Interview-driven discovery, co-design workshops, usability testing in emotionally difficult contexts

LEADERSHIP

Partnering with engineering, product, research, AI/ML; mentoring junior designers; presenting to exec sponsors

TOOLS

Figma · FigJam · Framer Motion · Next.js / React · Tailwind · Claude Code · GSAP · Lenis · Mural · TypeScript (enough to direct eng)

Credentials & Recognition

- FEB 2021 **Nielsen Norman Group UX Master Certified (UXMC)** · Interaction Design · UX Management · Cert ID 1030476
- 2018 **USAA Team to Market Award** · Loss of a Loved One digital experience
- 2026 Voyage San Antonio interview · *recognizing local builders and creatives*
- COMMUNITY Active member, Rotary Club of Seguin

Education

- 2008 **University of West Florida** · B.A. Communication Arts · Minor in Graphic Design

Ryan Johnson · Seguin, Texas · Updated April 2026