

Leann Manning

Product Experience Leader – AI, Growth & Design Systems

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SUMMARY

Product Experience leader with deep expertise in AI-powered product innovation, product-led growth strategy, and mobile-first platform design. Experienced in scaling UX organizations, modernizing legacy systems, and simplifying complex workflows for enterprise and SMB audiences alike. Known for aligning design strategy to revenue, adoption, and retention while building high-performing, globally distributed teams.

EXPERIENCE

DigiCert – Director Product Design & Research

MARCH 2024 - PRESENT

Lead the UX organization across multiple Digital Trust products, including enterprise certificate lifecycle management, workflow-heavy admin tools, automation capabilities, and compliance-driven experiences.

Key Achievements

- **AI Innovation & Operational Acceleration:** Spearheaded AI-powered product initiatives and embedded AI into discovery workflows, accelerating discovery-to-prototype cycles by 3–4x.
- **Customer Experience Transformation:** Led navigation IA redesign and onboarding improvements, increasing CSAT by 48%.
- **Platform Unification & PLG Enablement:** Leading multi-product platform unification initiative to strengthen cross-product discoverability and enable product-led growth across the portfolio.
- **Go-to-Market Support:** Developed a “golden path” demo with executives, transforming complex workflows into compelling, sales-ready narratives.
- **Design Systems & Revenue Alignment:** Built cross-product design system and research ops function; partnered with executive leadership and Sales to align UX strategy with revenue and go-to-market priorities.

Proofpoint (Wombat) – Director Product Design

AUGUST 2016 - MARCH 2024

Led Product Design for an enterprise security awareness platform serving Fortune 500 customers in highly regulated environments.

Key Achievements

- Reduced feature scoping cycles by 83% (12 weeks to 2 weeks) through a PM/Engineering collaboration initiative.
- Directed redesign of reporting dashboards, admin tools, and training creation workflows under complex compliance constraints.

EXPERTISE

- AI-Driven Product Innovation
- Product-Led Growth Strategy
- Design Systems & Governance
- UX Organization Scaling & Design Operations
- Research Operations & Insight Strategy
- Executive Influence & Cross-Functional Leadership
- Data-Informed Experience Strategy
- Accessibility & Inclusive Design (WCAG)

SOFTWARE

Design & Systems: Figma, Adobe Suite, Storybook, Zeroheight

Product & Research: Pendo, Maze, UserTesting, FullStory

Collaboration & Delivery: JIRA, Confluence, Notion

AI Prototyping & Research: Figma Make, V0, ChatGPT, Claude

EDUCATION

Duquesne University, Pittsburgh, M.S. - Multimedia Technology

CERTIFICATIONS

Accessibility: How to Design for All (IxDF)

UX Management: Strategy and Tactics (IxDF)

- Scaled a cross-functional UX team supporting Fortune 500 customers.
- Established accessibility standards and foundational design systems adopted across product lines.

Pendo Admin Certification
(Pendo)

Luma Institute Certified
Practitioner



Nowait (Yelp Waitlist) – Lead UX Designer

JUNE 2014 - JULY 2016

Led design for iOS, Android, iPad, and restaurant admin platforms serving both consumers (B2C) and restaurants (B2B) in a dual-sided marketplace.

Key Achievements

- Redesigned onboarding experience, reducing sign-up steps by 50% and increasing customer sign-up conversion from 65% to 95%.
- Increased push notification opt-in from 30% to 70%.
- Improved App Store rating from 2.5 to 4.1 stars.
- Led B2B2C design across iOS, Android, iPad, and restaurant admin experiences.

Think Through Math (Imagine Learning) – Senior UX Designer

MARCH 2013 - JUNE 2014

Led UX modernization of a K–12 math learning platform serving school districts (B2B) and end users (teachers and students).

Key Achievements

- Directed transition from Flash to responsive HTML5 to support iPad-based standardized testing requirements.
- Designed complex interactive math tools across student/teacher workflows.
- Conducted in-school usability research and introduced engagement features

SnapRetail – UX/UI Design Lead and Front-End Developer

AUGUST 2011 - MARCH 2013

Led UX and front-end development for B2B2C marketing automation platform serving SMB retailers.

Key Achievements

- Designed drag-and-drop email builder, template chooser, responsive email frameworks, and campaign scheduling workflows.
- Built reusable UI components and template systems to simplify campaign creation for non-technical SMB users.
- Developed performance dashboards (open rates, click-through rates) to increase visibility into campaign effectiveness.

Early Career Experience: Delivered analytics, administrative, and compliance-driven product experiences across healthcare and media organizations. (USA Today/Gannett, Premier/CECity, Compunetix).