

PROFESSIONAL EXPERIENCE

Intuit - AI Data and Analytics - Technical Product Designer

2021 to 2023 • Mountain View, California and remote

I joined the AI Data and Analytics organization at Intuit to design technical tools and harmonize the ML platform for Data Scientists and Machine Learning Engineers. I was the first designer in the organization focused specifically on tools for AI development.

- AI Workbench is a centralized hub for managing ML projects across Intuit, providing a unified interface for tools, workflows, and project information. I worked on it for one year, starting as a solo designer and growing the team as the project gained traction. The platform accelerates ML model development, fosters collaboration and offers visibility into hundreds of ML projects.
- Prediction Service is a self-service AutoML tool that enables teams to train models without specialized expertise, promoting rapid experimentation and innovation. I worked on its second version for about three months, focusing on refactoring the information architecture and navigation, adding UI for model deployment, comparing model versions, viewing results, managing jobs, and configuring guardrails.
- AI Launcher SDK is a Python tool designed to streamline the MDLC by eliminating “dev to prod” barriers through portless AI development. I worked on the project for three months and advised for another six, leading customer research and a Design Sprint to create a solution—a GitHub Readme prototype, enabling the team to iterate quickly and make confident design decisions before coding a new feature.

Intuit - Intuit Futures - Technical Product Designer

2020 to 2021 • Mountain View, California and remote

As a member of the design team within the Intuit Futures organization I was worked with top technologists and researchers to explore and develop leading-edge technology to be applied to the company's future.

- Design of three no-code authoring environments: First, Elly, an authoring tool for specifying knowledge-driven analytic optimizations. Second, a no-code authoring environment for Intuit's Knowledge Engine, a rule-based system which drives the TurboTax experience. And third, a no-code authoring environment for general software development via visual programming.
- Project New Worlds: A small team led by Intuit company founder Scott Cook to uncover opportunities for Intuit to expand by building or acquiring new businesses in an expanded range of markets. We developed expertise in how other large enterprises have successfully achieved this, and led a pilot process to draw on Intuit's top talent to experiment and build momentum on new projects, as well as vetting potential acquisitions.

Intuit - QuickBooks Design System - Manager

2018 to 2020 • Mountain View, California

Managed the QuickBooks Design System team through a complete visual refresh across the QuickBooks product ecosystem, with changes to fonts, colors, UI components, icons, illustrations and brand assets.

- Led the team to update over 40 React UI components in design libraries and coded UI component libraries.
- Led the team to develop a design observability system using “design as data” to inspect 100s of plugins at build time for compliance and provide specific instructions for updating UI code to developers.
- Led the team to develop codemods to automate the CSS code update process.
- Collaborated with leaders across the organization to remove hundreds of kilobytes of intractable CSS tech debt.
- Communicated broadly across the organization to managers, designers, and developers about upcoming changes.

Intuit - Intuit Design System - Design Technologist

2016 to 2018 • Mountain View, California

I joined a team at Intuit to help establish a company-wide design system for product design. My focus was on developing technical standards and infrastructure for building a React-based UI library, prototyping components, and setting up the internal website and component showcase. We guided components through a rigorous design process, from inception to company-wide adoption.

- Led the development of the first CSS Standards and Guidelines with developers across the company's business units.
- Led the development of Design Data Management System: A system to treat “Design as Data” and distribute it via versioned dev packages.

GE Digital - Design technologist

2013 to 2016 • San Ramon, California

At GE Digital my work focused on two projects, Industrial Controls Convergence and the Predix Design System.

On the Controls Convergence team, we advanced the technology, design, and user experience of control systems in industrial settings like power plants and manufacturing facilities. My contributions included field research, designing a new UI architecture, and creating a model-based UI system to automatically deploy high-performance HMIs as machines and processes were updated.

On the Predix Design System team we created the Predix Design System for GE Digital's Industrial Internet platform. My contributions include:

- Core UI component design and development using web components (Polymer) and enterprise-scale CSS framework
- Design and development of data visualizations with D3.js
- Developer Experience research for Predix platform including interviews, contextual observation, task-based analysis
- Developer evangelism of design system via presentations and training
- Prototype application development for demonstration of design system capabilities
- Micro-service API design to persist UI state across users and contexts
- I led the development of a framework and process for design system governance and open contribution

Chef Surfing - Co-founder, designer and front-end developer

2011 to 2012 • Buenos Aires, Argentina and Santiago, Chile

Online marketplace startup connecting over 1,000 professional chefs to local customers to deliver catered experiences. I served as co-founder, UI designer and front-end developer. I led our team of three to bring the Chef Surfing vision from conception to reality, iterating continuously based on customer feedback and research. Invited to Startup Chile program in Santiago, Chile and Local Food Lab accelerator in Palo Alto, California.

Freelance - E-commerce web designer and developer

2007 to 2011 • Buenos Aires, Argentina

I led design and development of high-traffic multilingual e-commerce web sites, and back-office apps. Notable projects include:

- Nitro Snowboards - 2007 to 2011 - European snowboarding brand w/ 1000's products sold in seven languages
- Nitro Photo-files - 2008 to 2011 - Digital Asset Management (DAM) web app
- Coal Headwear - 2007 to 2011 - Bespoke e-commerce system design and development, pioneering mobile responsive web design in 2008

Microsoft - Web designer and developer

2002 to 2006 • Redmond, Washington

I led the design and development of two micro-sites for the launch of new PC game titles for the Microsoft Games division, before transferring to the xbox.com team. We redesigned xbox.com twice, including information architecture, content design, and visual brand refresh.

Northwave - Web designer and developer

2001 to 2002 • Seattle, Washington

I designed and developed three rich-media Flash web sites, and a PHP-based back-office system to distribute sales & support info.

EDUCATION

The Art Institute of Seattle - Visual Communications

1999 to 2001 • Seattle, Washington

Training in the fundamentals of graphic design, visual communication, color theory, typography, composition, life drawing and other art school staples with an elective selection of courses on information architecture, web design, and web development.

Stanford University - JSK research fellowship in Learning, Design, and Technology

2016 to 2017 • Palo Alto, California

I was privileged to be invited to Stanford's JSK Fellowship as a research affiliate to research how to improve the UX of podcast journalism. Courses in the Learning Design and Technology masters program offered by the Stanford Graduate School of Education. We narrowed our focus to improving English language learning via podcasts, and I designed and developed two prototypes.

Further details about my professional history and projects are available at ericknudtson.com