Cory Westerfield

Senior Product Designer · AI Workflows · Design Systems
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SUMMARY

Hands-on product design leader with 13+ years turning complex technical systems into clear, scalable products. Combines product strategy, systems design, design-engineering fluency, and an early career in software development. Trusted to establish product direction, build design foundations, align executives and cross-functional teams, and carry critical workflows from ambiguity through launch. Experience spans AI-enabled healthcare, media intelligence, enterprise automation, and marketplace products. Currently building an original IP venture as founder while conducting a focused search for Head of Design-level roles in AI product and experience design.

WORK EXPERIENCE

Lead Product Designer · Pair Team May–Nov 2025 (Company wide reorg)
AI-first healthcare platform (Series A company)

- Led product design for an AI-driven care coordination platform serving thousands of Medicaid patients, partnering directly with the CEO, product, engineering, and clinical leadership.
- Set the interaction strategy for intelligent prioritization, routing, and escalation—translating clinical risk signals into workflows care teams could understand and trust.
- Architected the Patient Health Meter and a real-time task engine that adapted care-team queues to changing patient needs, reducing cognitive load and time to action.
- Facilitated cross-functional workshops to define safety constraints, failure modes, and product behavior, and shaped the Series B product narrative with the CEO.

Senior Product Designer · Memo 2023 – 2024
Media intelligence and data platform

- Owned platform-wide UX strategy and interaction architecture across the core product, connecting product direction with engineering execution.
- Directed a navigation and workflow redesign that increased platform engagement by 24%.
- Designed AI-driven personalization and predictive content experiences that differentiated the platform in a competitive market.
- Established the company’s design system, creating shared patterns that reduced fragmentation and accelerated delivery across teams.

Senior Product Designer (First Design Hire) · Property Meld 2021 – 2023
Property maintenance workflow and automation platform

- Established the company’s UX foundation, design system, and product architecture as its first designer, giving a growing product team a coherent base to scale.
- Designed and launched the Workflows Engine, a flexible automation system for complex operational work that drove a 32% increase in platform activity.
- Partnered closely with product and engineering to reduce design debt, improve implementation consistency, and turn ambiguous operational needs into reusable product patterns.

Software Developer · SendGrid 2013 – 2017

Email infrastructure and marketing automation

- Built features for the Marketing Campaigns platform supporting $25M+ ARR and developed the technical foundation that now informs design decisions.
- Served as a design-engineering bridge, mentoring designers on feasibility and partnering across disciplines to improve implementation fidelity.

LEADERSHIP & ENTREPRENEURSHIP

Lead Instructor · Turing School of Software & Design 2017 – 2020

Nonprofit design and engineering education

- Led, coached, and evaluated hundreds of designers and engineers in a high-intensity program, setting expectations, giving direct performance feedback, and helping people progress through complex technical work.
- Evolved curriculum and delivery practices to strengthen product thinking, systems design, storytelling, and design-engineering collaboration; many graduates now hold senior industry roles.

Founder / Writer · Spectra Studios 2024 – Present

Independent IP and publishing venture

- Founded and operated an original-IP studio, sourcing, contracting, and directing an international creative team across writing, sequential art, color, and lettering.
- Built the creative system, production plan, and publisher pitch package for a long-form graphic novel now in submission.

Founder / Product Designer · Coffee Kick 2019 – 2021

Consumer marketplace startup for independent coffee shops

- Led product vision, research, UX strategy, and brand from concept through launch across multiple cities. Project sunset after difficulties with logistics and unit economics not working out.

Founder / Product Designer · LocalRoast 2016 – 2018

Coffee marketplace and logistics startup

- Bootstrapped the product from concept to MVP, leading research, product definition, and iterative launches with a small cross-functional team. The project would eventually sunset after not gaining enough traction. The most valuable lesson learned was collecting and gaining insights and paintpoints from customers. Also managing a team of people for the first time.

CORE CAPABILITIES

Product Strategy & UX Architecture · Complex Workflow Design · AI Product Experiences · Design Systems · Cross-Functional Leadership · Executive Communication · Facilitation · Mentorship & Team Development · Design–Engineering Collaboration

EDUCATION & TOOLS

B.A., Political Science · Indiana University Bloomington **Tools:** Figma, FigJam, Cursor, Claude Code and Design, Notion, Linear, Midjourney