

EMAN FAULKNER

SENIOR PRODUCT DESIGNER Enterprise AI · Complex Workflows · Design Systems · Research

ATLANTA, GA · 949-274-2516 · EMANFAULKNER@GMAIL.COM · PORTFOLIO.EMANFAULKNER.COM · LINKEDIN

PROFESSIONAL SUMMARY

Product designer with 9+ years across enterprise SaaS, AI-powered products, regulated workflows, and healthcare, spanning web and mobile. Leads ambiguous 0-to-1 and systems initiatives from research and problem framing through prototyping, validation, and delivery - partnering closely with product and engineering to turn complex data and technical capability into trustworthy, accessible experiences.

35% → 88%	100+	28	12
ONLINE CLAIMS USAGE IN 4 WEEKS	PRODUCTION DESIGN TOKENS GOVERNED	ENTERPRISE UI COMPONENTS SHIPPED	MOBILE APPS LAUNCHED IN 2 YEARS

EXPERIENCE

Independent Consulting Freelance Product Designer Dec 2025 – Present
Remote

- Deliver product and visual-development work for independent clients, including an 11-character concept-art engagement, translating narrative direction into cohesive character concepts and presentation-ready visual systems.

American Family Insurance / Homesite.com UI/UX Designer - Contract Mar 2025 – Dec 2025
Remote / Madison, WI

- Governed the shared token library across two enterprise products, measured by 100+ production tokens live and 23 of 27 planned tokens completed, by auditing, refactoring, and documenting tokens for American Family Insurance My Account and Homesite.
- Expanded reusable UI coverage for the enterprise design system, measured by 28 of 45 components architected or enhanced, by aligning Figma component structures with Material Design 3 and MUI, and partnering with engineering on states, behavior, and token JSON.
- Improved design-to-code clarity for the broader design and engineering org, evidenced by fewer implementation questions reported by engineering partners after rollout, by establishing documentation, contribution guidance, WCAG quality standards, and AI-assisted documentation workflows.

Veritone Lead UI/UX Designer, aiWARE and GLC Teams Feb 2022 – Apr 2024
Remote / Irvine, CA

- Took 2 AI-powered enterprise products (Tracker and Investigate) from ambiguous 0-to-1 problem spaces to production for government, legal, and compliance customers, by leading end-to-end design across the aiWARE and GLC teams.
- Made AI-detected matches explainable across 5 evidence types - video, audio, documents, images, and metadata - by translating AI outputs into transparent workflows with confidence signals and human review checkpoints.
- Reduced design inconsistency across the aiWARE product line, evidenced by shared component adoption across both Tracker and Investigate, by partnering cross-functionally to balance user needs, business goals, accessibility, and technical constraints.

EXPERIENCE CONTINUED

USAA Senior UI/UX Designer - Contract, Chief Design Office Claims

Feb 2021 – Dec 2021

Remote / San Antonio, TX

- Redesigned navigation and status information for a new touchless claims storefront, measured by online claims usage up from 35% to 88% within 4 weeks of launch, by replacing navigation and status gaps with clear calls to action, progress indicators, and contextual guidance.
- Reduced customer confusion about claims status after launch, evidenced by direct feedback from claims adjusters and the call-center team during post-launch review, by planning and running research with customers and adjusters, then validating designs through rapid prototyping and usability testing.

ADDITIONAL EXPERIENCE

Cercacor Laboratories UI/UX Interface Designer

Sep 2019 – Nov 2020

Irvine, CA

- Delivered development-ready flows, prototypes, and components across 4 platforms - iOS, Android, Apple Watch, and web - by building reusable components, iconography, and interactive prototypes alongside interaction design, research, and engineering.

MEDL Mobile UI/UX Designer, Entry to Lead

2016 – 2019

Irvine, CA

- Contributed to a production team's mobile app output, measured by 12 mobile applications launched in 2 years across consumer and client categories, by owning design end-to-end: stakeholder interviews, usability testing, requirements, IA, high-fidelity UI, and prototypes.
- Helped win new-business accounts and build the studio's award record, measured by 11 Orange County ADDY Awards over 3 years, by developing concepts and content strategy for pitch and production work.

CORE SKILLS AND TOOLS

PRODUCT LEADERSHIP

Product strategy · End-to-end ownership · Ambiguous problem spaces · Stakeholder alignment · Mentoring

SYSTEMS + CRAFT

Component architecture · Design tokens · Governance · Documentation · Material Design 3 · MUI · Design QA

PLATFORMS

Responsive web · iOS · Android · Apple Watch · Enterprise and consumer products

AI + ENTERPRISE

Human-centered AI · Human-in-the-loop workflows · Enterprise SaaS · Trustworthy decision support

RESEARCH + DELIVERY

Qualitative research · Usability testing · Rapid prototyping · Responsive web · Accessibility / WCAG

TOOLS

Figma · Sketch · Adobe Creative Cloud · After Effects · Miro / Mural · Jira · Confluence · Zeplin · JSON design tokens

EDUCATION AND RECOGNITION

The University of the Arts Bachelor of Fine Arts, Media Arts / Film and Animation

Philadelphia, PA

2004–2008

11 Orange County ADDY Awards (2016–2019) · Animation Abroad Scholarship to France (2008)