

ADDY RUTH

PRINCIPAL / STAFF-LEVEL PRODUCT DESIGNER

I DESIGN FOR THE GAPS BETWEEN
SYSTEMS, TEAMS, AND WORKFLOWS
AUSTIN, TX METRO • OPEN TO RELOCATION

CONTACT INFO

- 832-447-5282
- adlein.fajardo@gmail.com
- https://tessatore.com
- linkedin.com/in/getaddy

CORE SKILLS

- Complex Systems
- Decision Intelligence
- Operational UX
- Workflow Architecture
- Human-in-the-loop Workflows
- UX Research
- Data Visualization
- Design Systems
- AI-Assisted Systems
- Leadership & Influence

DESIGN & COLLABORATION

- FIGMA**
Design Suite
- CHATGPT**
Enterprise Research
- ADOBE**
Creative Cloud
- MIRO**
Whiteboard Ideation

PROTOTYPING

- CODEX**
AI Prototyping
- FIGMA MAKE**
AI Prototyping
- HTML/CSS**
Coding Background

EDUCATION

- Southern New Hampshire University, 2019
- Master of Science (M.S.)
Information Technology (UX Focus)
- Art Institute of Pittsburgh, 2013
- Bachelor of Science (B.S.)
Web Design & Interactive Media

SELECTED WORK

- Smart Warehouse
https://warehouse.tessatore.com/
- Connected Logistics
https://freight.tessatore.com/

Principal / Staff-level product designer with 15+ years designing complex operational systems for confident action.

My work spans warehouse automation platforms used across 50+ sites, logistics, industrial data, and AI-assisted investigations. I turn system behavior, evidence, and constraints into clear workflows, working across Product, Engineering, Operations, Data Science, and field teams as a strategic IC, sole designer, player-coach, and people manager.

EXPERIENCE

AI Evaluation & Training

Nov 2025 – Present
Austin, TX • Contract

Product Design Expert / Fellow

PRODUCT DESIGN EVALUATION • UX PROMPTING • AI WORKFLOWS

Evaluate AI-generated product-design outputs against UX prompts and defined criteria, assessing interaction quality, visual communication, accessibility, reasoning, and fit to real workflows. Design targeted evaluations that expose where models misunderstand design intent, context, or user needs.

- Evaluate multiple AI-generated UX/product-design responses to the same prompt, comparing usability, accessibility, reasoning, design quality, and adherence to constraints.
- Create product-design evaluation prompts that surface failure modes caused by ambiguity in visual information, requirements, language, and context.

APPLIED EXPERTISE Product Design Evaluation • Prompt Testing • Accessibility • AI workflows

Target Automation Intelligence

Oct 2022 – Nov 2025
Austin, TX / Nationwide Sites

Lead UX Designer

UX LEADERSHIP • WAREHOUSE AUTOMATION • HMI/SCADA • OPERATIONAL UX

Owned UX for Jetson, Target's HMI/SCADA platform spanning 50+ sites, translating equipment signals, material-flow dependencies, permissions, and field practices into role-aware workflows for earlier intervention.

- Reduced unnecessary E&F escalations and off-hours escalation costs, based on field and team feedback, by improving diagnostics, alerting, reporting, and training.
- Supported four warehouse launches, including two new distribution-center concepts, through commissioning, UAT, training, and live-site validation.
- Defined a projected 90/10 enterprise standardization model: roughly 90% reusable foundation with 10% meaningful site configuration.

APPLIED EXPERTISE HMI/SCADA • Field Research • Onboarding / Training • UAT / AB Testing

Certification: Ignition Gold Certified Designer 2023-2026

SymphonyAI AI Investigation Systems

Oct 2021 – Aug 2022
Austin, TX

Lead UI/UX Designer

TEAM MANAGEMENT • AI INVESTIGATIONS • FRAUD • AML

Led UX for AI-assisted fraud and AML investigations from triage through evidence review and case resolution. Worked with AML SMEs, Product, Engineering, and Data Science to make model rationale, confidence, and evidence legible without removing analyst judgment.

- Standardized investigation, evidence-capture, and case-resolution patterns so new workflows could scale without becoming one-off experiences.
- Managed and mentored two designers; established critique, quality standards, and reusable design practices.

APPLIED EXPERTISE AML/Fraud Research • Government Documentation • Executive Proposals

Cognite Industrial Digital Twins
UX Web Developer → Product Designer, New Business
UX LEADERSHIP • INDUSTRIAL DATA • PREDICTIVE OPERATIONS • OIL/GAS EMISSIONS

Aug 2020 – Oct 2021
Austin, TX / Oslo HQ

Owned UX for Cognite's North American expansion, translating industrial and operational needs into dashboards, workflows, onboarding, and support experiences for enterprise customers. Partnered with customers, Customer Success, Engineering, and Oslo headquarters across discovery and delivery.

- Designed predictive dashboards for emissions, anomalies, and compliance.
- Built a guided learning and community hub for onboarding, troubleshooting, developer resources, and peer support.

APPLIED EXPERTISE HTML/CSS · Industrial Data · Predictive UX · Onboarding / Training · Web Portal Orchestration

Redwood Logistics 3PL Logistics Brokerage
Founding Web Designer/Developer → Sr. Web Designer/Developer → UX Lead
TEAM MANAGEMENT • 3PL LOGISTICS • CARRIER MATCHING • BOOKING PLATFORMS

Sep 2014 – Aug 2020
Austin, TX

Joined as Redwood's first designer and later led UX and front-end direction across customer, carrier, and internal logistics platforms. Connected the shipment lifecycle to reduce manual handoffs, enable self-service, and keep broker attention focused on exceptions and difficult freight.

- One-click acceptance increased bid-processing throughput by 15% in the pilot, exceeding the projected 3–5% gain.
- Shipped the Ready-to-Install portal, grouping roughly 15+ vendor deliveries per location into readiness views for coordinators and dispatchers.
- Led matrixed design/front-end delivery and aligned Design, Engineering, and QA around shared workflows and standards.
- Modernized the Load Board through a partial web rollout, reducing typical screen response from roughly 10–15 seconds to around two seconds.

APPLIED EXPERTISE HTML/CSS · Executive Proposals · Accessibility · B2B SaaS

Driving Force Automotive Multi-Brand Digital Experiences
Web Designer/Developer
AUTOMOTIVE • WEB PLATFORMS • MARKETING TOOLS

Jul 2012 – Jul 2014
Houston, TX

Designed and coded responsive dealership websites across automotive brands, balancing OEM constraints with local business needs.

- Delivered responsive, OEM-compliant experiences across multiple dealerships and manufacturer brands.
- Reduced repetitive production work through reusable templates and standardized front-end patterns.

APPLIED EXPERTISE HTML/CSS · OEM Constraints · Multi-Brand Systems

Reynolds & Reynolds Multi-Brand Digital Experiences
Graphic Designer → Design Trainer → Graphic Design Supervisor (Design Ops & Production Growth)
TEAM MANAGEMENT • DEALERSHIP SOFTWARE • ENTERPRISE TOOLS

Jun 2010 – Jun 2012
Houston, TX

Managed a 25-person production design team delivering high-volume, OEM-compliant campaigns. Redesigned intake, onboarding, templates, and production workflows.

- Streamlined production process for the active work queue from roughly 600–800 waiting requests to approximately 250 through training classes, revising manual intake process and optimizing production workflows.
- Reduced new-hire ramp from roughly two months to two weeks through structured onboarding and reusable training systems.
- Introduced automated PDF intake, reusable template libraries, and standardized compliance checks.

APPLIED EXPERTISE HTML/CSS · OEM Constraints · Multi-Brand Systems · Onboarding / Training

MENTORSHIP

SXSW — UX Mentor
(2019–2025, 6x-Invited Speaker)
SXSW mentor advising on UX careers, design systems, and AI ethics. Hosted open AMA sessions focused on practical advice and next steps.

GirlStart — UX Design Speaker
(2021–2022, 2x Invited)
Led hands-on sessions introducing young women to UX through career stories, group exercises, and rapid design challenges.

VOLUNTEER WORK

Saber Guild — Global Director
(elected 2020–2026)
Lead international operations and governance across 40+ chapters for a Lucasfilm-affiliated charity organization, including compliance, partnerships, brand standards, and nonprofit strategy. Formerly led global PR, technology, web, social media, and merchandising.