



ADDY RUTH

PRINCIPAL/STAFF-LEVEL PRODUCT DESIGNER

AUSTIN, TX METRO AREA • WILLING TO RELOCATE

INVESTIGATING COMPLEXITY AND DESIGNING FOR CONFIDENT ACTION

Product design leader with 15+ years designing technical and operational software. My work spans warehouse automation, logistics, industrial data, and AI-assisted investigations, usually where people need to understand what a system is doing and decide what to do next. I've worked as a strategic IC, player-coach, people manager, and sole designer alongside engineering, operations, and field teams



TARGET

Target's warehouse automation platform sat between robotics, material flow, maintenance, and day-to-day operations. I was the sole UX designer for the platform, mapping how equipment behavior, telemetry, physical layouts, permissions, and team practices shaped real-time decisions. I used those findings to clarify system states, build role-aware workflows, and create reusable patterns for operations, engineering, maintenance, and leadership.

LEAD UX DESIGNER • AUTOMATION INTELLIGENCE

October 2022–November 2025 • Austin, Texas / Nationwide Sites

- Increased adoption of shared automation interface patterns from approximately 10% to 90%.
- Supported four warehouse launches, including two new distribution-center concepts, through commissioning, front-end QA, and live-site validation.
- Reduced unnecessary escalations, repeat support issues, and off-hours costs through better diagnostics, alerting, reporting, and training.



SYMPHONY AI

At SymphonyAI, I led a small UX team designing AI-assisted fraud and AML investigations from triage through evidence review, decisioning, and documentation. The work focused on making model signals, confidence, and rationale understandable without taking judgment away from analysts. I also created shared investigation patterns so the product could grow without turning every new workflow into a special case.

LEAD UI/UX DESIGNER • AI INVESTIGATION SYSTEMS

October 2021–August 2022 • Austin, Texas

- Standardized investigation, evidence-capture, and case-resolution patterns, reducing rework and improving release consistency.
- Made rationale and confidence visible so analysts could move faster and defend their decisions.
- Used analyst-impact and net-gain estimates to focus roadmap conversations and build stakeholder support.



COGNITE

Supporting Cognite's North American expansion meant making industrial data useful without asking customers to rebuild their existing systems. I led UX for the region, designing predictive dashboards for emissions, anomalies, and compliance, plus onboarding and support tools that helped customers, Customer Success, Engineering, and Oslo headquarters work from the same picture.

PRODUCT DESIGNER • INDUSTRIAL DATA & PREDICTIVE OPERATIONS

August 2020–October 2021 • Austin, Texas / Oslo HQ

- Made emissions, anomaly, and compliance signals easier for operational teams to interpret.
- Built an interactive learning and community hub with guided onboarding, troubleshooting, developer resources, and peer support.
- Set up a more direct path between customers and Engineering, improving transparency and follow-through when issues surfaced.



REDWOOD LOGISTICS

I joined Redwood as its first designer and later led UX and front-end direction across carrier, customer, and internal logistics platforms. Mapping the shipment lifecycle from load creation through delivery exposed where brokers, carriers, and customers were losing time to disconnected tools and manual handoffs. I turned those gaps into self-service workflows, confidence-ranked recommendations, and consistent patterns across the product suite.

UX LEAD • FOUNDING PRODUCT DESIGNER

September 2014 – August 2020 • Austin, Texas
Promoted from Senior Front End Designer/Developer, 2014–2017

- Increased bid-processing throughput by 15%, outperforming the projected 3–5%, through confidence-ranked matching and automated call sheets.
- Aligned Design, Engineering, and QA around one delivery process, reducing rework as the platform expanded.
- Led matrixed designers and front-end engineers while interviewing design and engineering hires to maintain craft and collaboration standards.



DRIVING FORCE

WEB DESIGNER/DEVELOPER • MULTI-BRAND DIGITAL EXPERIENCES

July 2012–July 2014 • Houston, Texas

Designed and coded responsive dealership websites and campaigns across multiple automotive brands, balancing OEM requirements with local business needs. I introduced reusable templates and front-end patterns that made multi-site updates easier to maintain while preserving performance, usability, and brand consistency across desktop and mobile.

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



REYNOLDS & REYNOLDS

DESIGN SUPERVISOR • DESIGN OPS & PRODUCTION

June 2010–June 2012 • Houston, Texas
Promoted from Graphic Designer, 2010–2011

Promoted to lead a 25-person production design team responsible for high-volume, OEM-compliant campaigns. I redesigned intake, onboarding, templates, and production workflows so the team could reduce errors, ramp new hires faster, and keep delivery predictable without relying on constant overtime or asking people to simply work harder.

- Reduced the active queue from 600–800 requests to approximately 250 by replacing manual intake and tightening production workflows.
- Cut new-hire ramp time from two months to two weeks through structured onboarding and reusable training systems.
- Introduced automated PDF intake, reusable templates, and standardized compliance checks to reduce errors and keep output consistent.

Case Study Snapshots

Warehouse Automation (AI/ML)

From Equipment Data to Coordinated Action

Warehouse teams had extensive equipment data but no shared way to anticipate failures or understand how maintenance risk affected the wider operation. I translated site-specific machine-learning predictions based on equipment usage into operational workflows, then mapped the relationships across robotics, HMI/SCADA, alerts, roles, and physical operations so teams could understand risk, consequence, ownership, and when to intervene.

Target State: Created the standardization roadmap to move automation workflows from roughly 10% shared patterns toward a 90% standardized experience across 50+ sites.

Focus: Predictive Maintenance • Machine Learning • HMI/SCADA • Human Factors

Freight Matching (Early LLM)

Turning Broker Judgment into a Scalable System

In 2016–2017, Redwood developed an early language-model-based algorithm to improve freight matching. I helped map how brokers evaluated carriers, translated that judgment into confidence-ranked recommendations, and designed connected bidding and acceptance workflows across carrier, customer, and internal platforms. The system scaled expert decision-making without removing broker control.

Result: Throughput of bids won increased approximately 15% over the next month during the pilot program, exceeding the projected 3–5% expected increase by leadership.

Focus: Logistics Platforms • Recommendation Confidence • Workflow Automation

Contact

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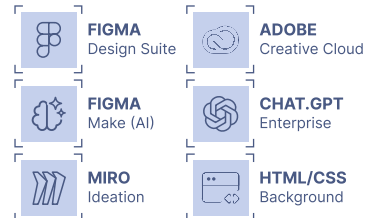
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Skills

- HMI/SCADA UX
- Decision Intelligence
- Data Visualization
- AI/ML UX
- Workflow Mapping
- UX Research
- Prototyping
- Design Systems
- Design Ops
- Facilitation & Mentoring

Tools



Education

Southern New Hampshire University, 2019

Masters (M.S.)
Information Technology (UX Focus)

Art Institute of Pittsburgh, 2013

Bachelors (B.S.)
Web Design & Interactive Media

Certifications

Inductive Automation

Ignition Gold Certified Designer
2023–2026

Mentorship

SXSW — UX Mentor

(2019–2025, 6x-Invited Interactive Track)

Six-time invited mentor for designers, students, and startups working through 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.

Volunteering

Saber Guild — Global Director

(elected 2020–2026)

Led 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.