

Samuel (Sam) Lombardo

Director of Product Design | AI-Native Product Builder

Turning Complexity into Clarity

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EXECUTIVE LEADERSHIP PROFILE

Director of Product Design with 12+ years of experience leading enterprise SaaS transformation, AI-powered product innovation, and design organization growth, backed by a foundational background in large-scale operations leadership. Experience includes driving product adoption across digital platforms scaled to 50,000+ users, building and leading design organizations ranging from 8 to 30+ designers per team, and executing the 0-to-1 launch of an AI-native SaaS ecosystem. Recognized for simplifying deep technical complexity, strengthening cross-functional organizational capability, and helping teams make better product decisions through clear design infrastructure, alignment, and execution.

EXECUTIVE IMPACT

- **12+ Years** of dedicated product design and UX/UI organization leadership.
- **25+ Years** of total organizational, operational, and team leadership experience.
- **50,000+ Active Users** reached by executing comprehensive legacy platform transformations.
- **350 Active Users** secured within 4 months of launching a self-directed, 4-product AI-native SaaS platform.
- **Scaled Design Teams** from 8 to 30+ cross-functional designers per organization.
- **Led 40+ Product Launches** across enterprise SaaS, FinTech, healthcare, and digital media

CORE LEADERSHIP EXPERTISE

- **Executive Leadership:** Product Design Leadership, User Experience (UX) Strategy, Executive Stakeholder Alignment, Business Transformation, Organizational Design
- **DesignOps & Scale:** DesignOps, Design Systems Governance, Product Discovery, Cross-Functional Delivery, Team Development
- **AI & Platform Strategy:** AI-Native Product Strategy, Human-AI Interaction Design, Enterprise SaaS Infrastructure, Product Strategy

PROFESSIONAL EXPERIENCE

Head of Product Design & AI Strategy | ClarityOS, Digital Tech Solutions LLC | Orlando, FL (Remote) March 2026 - Present

- Defined the multi-product vision, strategy, and execution roadmap for a four-product AI-native SaaS ecosystem, balancing user psychology, business priorities, and technical feasibility from concept through market launch.
- Led end-to-end product design across discovery, human-AI interaction patterns, unified design systems, customer validation, onboarding infrastructure, and go-to-market execution.
- Built and launched a unified ecosystem consisting of four production-ready applications (ClearSignal, ClearResolve, ClearMap, ClearThread) supported by a scalable design system, reaching 350 active users within 4 months of launch.
- Established an AI-native product development framework leveraging Claude, Cursor, Lovable, Framer, React, Supabase, and Stripe to drastically accelerate prototyping, user validation, and live feature iteration.
- Designed trust-first AI experiences that transform complex, high-volume AI-generated data into intuitive, decision-ready workflows through transparency, explainability, and user control.
- Established continuous customer feedback loops that informed roadmap prioritization, validated product-market fit, and reduced time-to-decision on strategic product changes by 45%.

Director, User Experience & Product Design | JRA, Part of RWS Global | Cincinnati, OH (Remote) June 2024 - February 2026

- Established enterprise design governance, DesignOps frameworks, and scalable multi-platform design systems across a seven-platform enterprise SaaS ecosystem, improving organizational consistency and delivery velocity.
- Built and developed a high-performing distributed team of 8–12 product designers, implementing structured coaching, career progression frameworks, and design quality practices that accelerated cross-team output.

- Partnered cross-functionally with PM, Engineering, Customer Success, and executive stakeholders to align platform investments with product strategy, contributing to a 22% increase in platform adoption and an 18% increase in user retention.
- Introduced AI-assisted design workflows and responsible AI practices that scaled design iteration velocity by 25% while maintaining rigid product quality, accessibility, and governance standards.
- Applied deep customer research, usability testing, journey mapping, and analytics-driven insights to directly influence roadmap prioritization and guide complex enterprise product decisions.

Director of Product Strategy & Experience | Haan Consulting Group | Alpharetta, GA (Remote)
August 2021 - June 2024

Operated as a selective fractional/consulting practice alongside full-time employment at Scenario (September 2021 - May 2023).

- Directed product strategy and experience architecture across 40+ successful platform launches, aligning executive stakeholders, customer insights, and technology investments to accelerate product delivery.
- Built and scaled product design organizations from 10 to 30+ designers, establishing hiring strategies, career frameworks, DesignOps practices, and operating models that improved 90-day team ramp efficiency by 50%.
- Established enterprise design systems and UX governance frameworks that radically reduced design debt and enabled decentralized product teams to deliver complex multi-platform features efficiently.
- Guided executive stakeholders through continuous product discovery, translating user feedback, analytics, and market opportunities into validated long-term product roadmaps and investment priorities.

Creative Design Lead | Scenario | Orlando, FL (Onsite)
September 2021 - May 2023

- Led cross-functional design and UX strategy across large-scale themed entertainment, immersive experiences, and spatial design projects ranging from \$1M to \$500M, balancing design execution with real-world constraints.
- Managed a cross-functional creative team of 15 in Orlando while aligning a 20-person California design team and partnering with a 50-person manufacturing team to bridge digital concept design and physical production.
- Built deep executive confidence and secured alignment through strategic storytelling and production-ready creative deliverables, contributing to a 75% concept approval rate on high-stakes project pitches.
- Delivered 35 major engagements with a 100% on-time completion record and maintained a 95% rework-free delivery standard by instituting rigorous weekly team diagnostics and timeline oversight.

Director of Digital Product & Design | Demetree Global | Winter Park, FL (Onsite)
August 2017 - August 2021

- Led the comprehensive digital transformation of a complex legacy platform, modernizing product strategy, UX architecture, and responsive design libraries to scale active users from 10,000 to more than 50,000+.
- Directed a 60-person cross-functional Design, Marketing, and production organization, significantly improving cross-team operational clarity, delivery velocity, and execution standards.
- Reduced organization time-to-decision by 35% and accelerated concept-to-launch timelines by 40% through improved interaction design frameworks, streamlined workflows, and stronger engineering alignment.
- Increased brand engagement by 25% and improved sales conversions by 15% by aligning product strategy, marketing execution, and user journey optimization around shared, measurable business objectives.

Senior Product Experience Designer | Falcon's Creative Group | Greater Orlando, FL (Onsite)
November 2014 - August 2017

- Directed end-to-end UX strategy, interaction models, and digital/spatial experiences across 35+ enterprise and entertainment platforms for global organizations, including Katmandu, National Geographic, and Busch Gardens.
- Managed and mentored multidisciplinary design teams of 30 to 75+ contributors, establishing rigorous quality benchmarks, workflow practices, and cross-functional design alignment.
- Increased digital user engagement by 25% while slashing platform support requirements by 30% through a full overhaul of complex information architecture and simplified onboarding sequences.

EARLY CAREER & OPERATIONS BACKGROUND

Regional Operations Leadership | Publix Super Markets

Managed 47+ retail operational locations, establishing foundational cross-functional team leadership, multi-million-dollar budget governance, and high-scale operational frameworks.

TECHNICAL SKILLS

- **Product & Strategy:** Product Strategy, Product Discovery, UX Strategy, User Research, Information Architecture, Journey Mapping, DesignOps, Design Systems Governance.
- **AI Ecosystems:** Claude, Claude API, Cursor, Lovable
- **Design Engineering:** Figma, FigJam, Framer, Adobe Creative Cloud, Wireframing, High-Fidelity Prototyping, Responsive Web/Mobile Design.
- **Front-End Integration:** React, Tailwind CSS, Supabase, Stripe Billing
- **Collaboration Systems:** Jira, Confluence, Notion

EDUCATION

Master of Fine Arts (M.F.A.), Digital Design Media, Full Sail University

Bachelor of Fine Arts (B.F.A.), 3D Computer Animation, Digital Media Arts College