

Samuel (Sam) Lombardo

VP of Product Design | Design Systems & DesignOps | Enterprise SaaS | AI-Native Product Strategy
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PROFESSIONAL SUMMARY

Design executive with 17+ years leading enterprise B2B product design and UX, including 5+ years scaling multidisciplinary design organizations, plus 29+ years total leadership experience. Builds design governance and AI-enabled product experiences into complex, multi-product platforms, partnering directly with Product and Engineering leadership to turn ambiguous, high-stakes problems into shipped, adopted products, from a solo built 4 product AI native SaaS ecosystem to enterprise platforms serving 50,000+ users.

CORE SKILLS

Design Governance and Accountability Models, Cross-Functional Executive Alignment, AI-Enabled Product Experiences, Design Systems Architecture, DesignOps, Product Strategy, Human-AI Interaction Design, Enterprise SaaS, Accessibility Compliance, Organizational Design, Team Scaling and Development

Tools: Figma, React, Tailwind CSS, Framer, Adobe CC, Cursor, Claude Code, Supabase, Notion, Jira, Confluence, Stripe Billing

PROFESSIONAL EXPERIENCE

VP, Product Design and AI Strategy

ClarityOS, Digital Tech Solutions LLC, Orlando, FL (Remote)

March 2026 to Present

- Took a 4 product AI native SaaS ecosystem from blank page to 350+ active users in 4 months by owning the full product architecture and roadmap solo.
- Cut time to market 45% by building and prototyping directly in Cursor and Claude Code, replacing legacy design-to-code handoffs with a generative development pipeline I designed, directed, and worked in hands-on.
- Shortened product decision cycles 45% by building lightweight, AI-assisted feedback loops into the weekly roadmap review.

Director, User Experience and Product Design

JRA, Part of RWS Global, Cincinnati, OH (Remote)

June 2024 to February 2026

- Lifted platform adoption 22% by directing the design vision for a 7-platform enterprise SaaS ecosystem serving 10,000+ users, standardizing interaction patterns and design system adoption across every platform.
- Cut design-to-development friction 40% by standardizing design systems across all seven platforms, retiring redundant components, and clarifying decision rights between Product, Engineering, and Design.
- Built enterprise-grade governance and accessibility standards with C-suite sponsorship, embedding AI-assisted prototyping directly into the platform architecture.
- Mentored and led a distributed team of 12+ design professionals, institutionalizing the strategic frameworks, design systems, and quality standards required across complex enterprise product lines.

Creative Design Lead

Scenario, Orlando, FL (Onsite)

September 2021 to May 2023

- Aligned a \$500M capital asset program end-to-end by directing design strategy across three distributed units, 15 local, 20 remote, and 50 engineering and manufacturing.
- Held a 100% on-time completion record across all capital builds by instituting rigorous team diagnostics and performance checkpoints.
- Secured a 75% concept approval rate by crafting and presenting high-impact design vision narratives and operational frameworks to institutional asset owners and C-suite partners.

Director of Product Strategy and Experience

Haan Consulting Group, Alpharetta, GA (Remote)

August 2021 to June 2024

Selective fractional practice run concurrently with the full-time Scenario role above (September 2021 to May 2023) and continued solo after.

- Delivered 40+ production-ready enterprise launches by translating ambiguous client market opportunities into structured product and design roadmaps.
- Accelerated client onboarding and delivery velocity 50% by designing a DesignOps model built specifically for fractional engagement.

Director of Digital Product and Design

Demetree Global, Winter Park, FL (Onsite)

August 2017 to August 2021

- Grew the active user base from 10,000 to 50,000+ by leading a platform strategy centered on user journey optimization.
- Owned Digital Marketing as a direct function alongside Design, driving a 25% increase in brand engagement and 15% lift in sales conversions by rebuilding the user journey across design and digital production.
- Cut time to decision 35% and accelerated concept to launch velocity 40% by streamlining decision-making across a 60-person cross-functional org.
- Repositioned design as the company's core growth engine by overhauling legacy information architecture and governance models.
- Earned City approval with zero requested revisions by leading a five-department team through a full concept package for a two-story Amazon Go retail concept anchoring a mixed-use development in Oviedo, FL, from site planning to final presentation renders.

Senior Product Experience Designer

Falcon's Creative Group, Greater Orlando, FL (Onsite)

November 2014 to August 2017

- Built and mentored creative and technical teams of 30 to 75+ across destination entertainment builds ranging from \$500K to \$20M by designing the UX and control system models behind them.
- Cut customer support volume 30% and lifted user engagement 25% by overhauling information architecture for high-traffic visitor systems.
- Secured lasting executive alignment with National Geographic, Busch Gardens, and Katmandu Punta Cana by building and delivering the presentation frameworks for each account.

3D Visual Design Manager

The Nassal Company, Winter Park, FL (Onsite)

November 2012 to November 2014

- Directed 3D modeling standards and production pipelines for large-scale immersive environments, bridging creative vision with fabrication-grade structural constraints.
- Delivered the Volcano Bay centerpiece ahead of schedule by pioneering modeling standards that cut fabrication errors by 20%.
- Led a 10-person multidisciplinary creative team through full-scale spatial environment redesigns on highly compressed timelines.

3D Designer Specialist

Advanced Recreational Concepts, Melbourne, FL (Onsite)

February 2009 to October 2012

- Served as primary creative lead for a high-volume design firm, architecting the team structure and design quality framework the studio still ran on.
- Built and scaled a 42-person multidisciplinary department, integrating 3D design, marketing, and media production into one operating unit.
- Secured recurring C-suite buy-in on complex projects by translating technical datasets into visualization frameworks executives could act on.

FOUNDATIONAL OPERATIONAL LEADERSHIP

Regional Operations Manager

Publix Super Markets, West Palm Beach, FL

October 1996 to January 2009

- Held full P&L accountability for a 47+ location territory, building the financial governance and performance frameworks that still underpin how I run design and product organizations today.

EDUCATION

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

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

UX/UI Design Certification, TripleTen