

# JEFF HART

## PRINCIPAL PRODUCT DESIGNER

---

Fredericton, NB • (506) 260-8016 • harticus@gmail.com

## PROFESSIONAL PROFILE

---

Forward-thinking Principal Product Designer with a track record of designing, scaling, and optimizing complex web and mobile ecosystems. Adept at leading cross-functional design teams and bridging technical engineering complexities with intuitive user experiences. Combines deep expertise in advanced design systems and interaction design with generative AI workflows to accelerate prototyping and elevate product quality. Highly specialized in high-security environments, cloud PAM and IAM, and enterprise SaaS industries.

## CORE SKILLS

---

**Design Leadership:** Design Systems Strategy, Design Ops, Cross-Functional Team Leadership, Design Mentorship, Stakeholder & Executive Communication

**Product & UX Design:** Interaction Design, Information Architecture, Wireframing, AI Prototyping, Usability Research, Design Tokens, Component Libraries, Animation, Accessible Design

**Domain Expertise:** Enterprise SaaS, Cloud Security Permissions and Identity Management, Cybersecurity, Multi-Cloud Platforms, Complex B2B Workflows

**Tools & Emerging Tech:** Figma, Sketch, Figma Make, Claude Design, Adobe Creative Suite, Rive Animation, Generative AI-Assisted Design Workflows

## PROFESSIONAL EXPERIENCE

---

### Principal Product Designer

*Sonrai Security | Fredericton, NB*

*Oct 2020–June 2026*

- Designed the world's first ever Cloud Permissions Firewall SaaS Product from the ground up, acquiring over 50 customers in the first 2 years, ranging from major airlines, to big banks, and other Fortune 100 clients.
- Led the end-to-end product design process, transforming the complex and cumbersome process of identity management in enterprise cloud security platforms, into clear, actionable interfaces.
- Collaborated closely with engineering and product management leaders to scale SaaS security workflows and integrate multi-cloud identity tools and features.
- Established and maintained a comprehensive UI component library in Figma, using design tokens to drive visual and functional alignment across teams.
- Adopted rapid prototyping with Figma Make and Claude Design AI tools, dramatically reducing time to delivery of new features.

## **Product Design Manager**

*Cvent / Fredericton, NB*

*June 2016–Sept 2020*

- Managed a high-performing team of product designers, directing visual strategy and UX paradigms across core modules of the global event management ecosystem.
- Spearheaded research-driven design improvements that enhanced platform ease-of-use, increased engagement, and simplified enterprise setups.
- Championed design process optimization, introducing scalable cross-team design review methodologies and mentoring junior-to-mid level talent.

## **Principal UX Designer**

*Forcepoint (formerly Raytheon Cyber Security), Fredericton, NB*

*April 2015–June 2016*

- Coordinated the re-design and integration of several cyber security products that were either acquired or built in-house.
- Worked closely with the UI Engineers and Product Managers to provide user flows, wireframes, and high-fidelity visual designs and assets.
- Strived to maintain UX and UI consistency between several engineering teams spread across Canada, Virginia, Utah, and Texas.
- Collaborated with and mentored other designers on the UX team, providing input and feedback where appropriate.

## **Lead UX/UI Designer**

*Salesforce Marketing Cloud / Fredericton, NB*

*February 2012–April 2015*

- Created wireframes and polished visual design mock-ups for 3 separate teams on 3 separate products, working closely with developers and PMs.
- Designed a Social Media Command Center application which generated over \$90M in revenue in the first 2 years.
- Maintained consistency between all products, from colours to icons and everything in between.
- Played an integral part in product planning sessions, from early brainstorming through to feature development.
- Provided collaborative feedback and input on work from other designers on the UX team.

## **EDUCATION**

---

**Vancouver Film School**, Vancouver, BC

*Certificate of Recommendation in Digital Media Studies*

- Studied graphic design, web design, 3D animation, digital video and digital audio production.
- Produced a 3-minute stop-motion animation which was added to the school's demo reel.

**Dalhousie University**, Halifax, NS

*Bachelor of Arts*