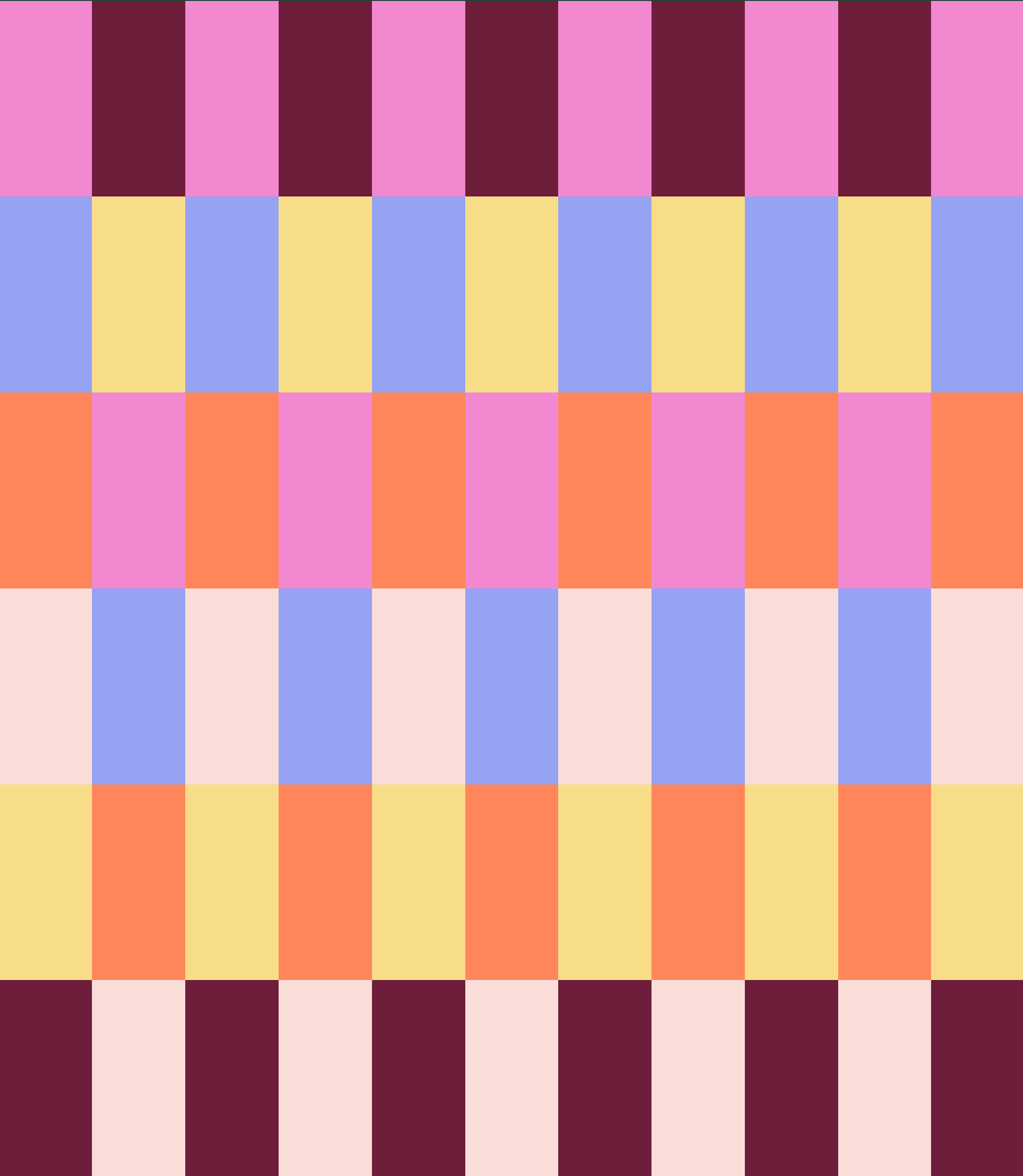


Portfolio

Lindsay Rife

Senior Product Designer + Design Lead
Mobile-first product design · Visual design · Design systems

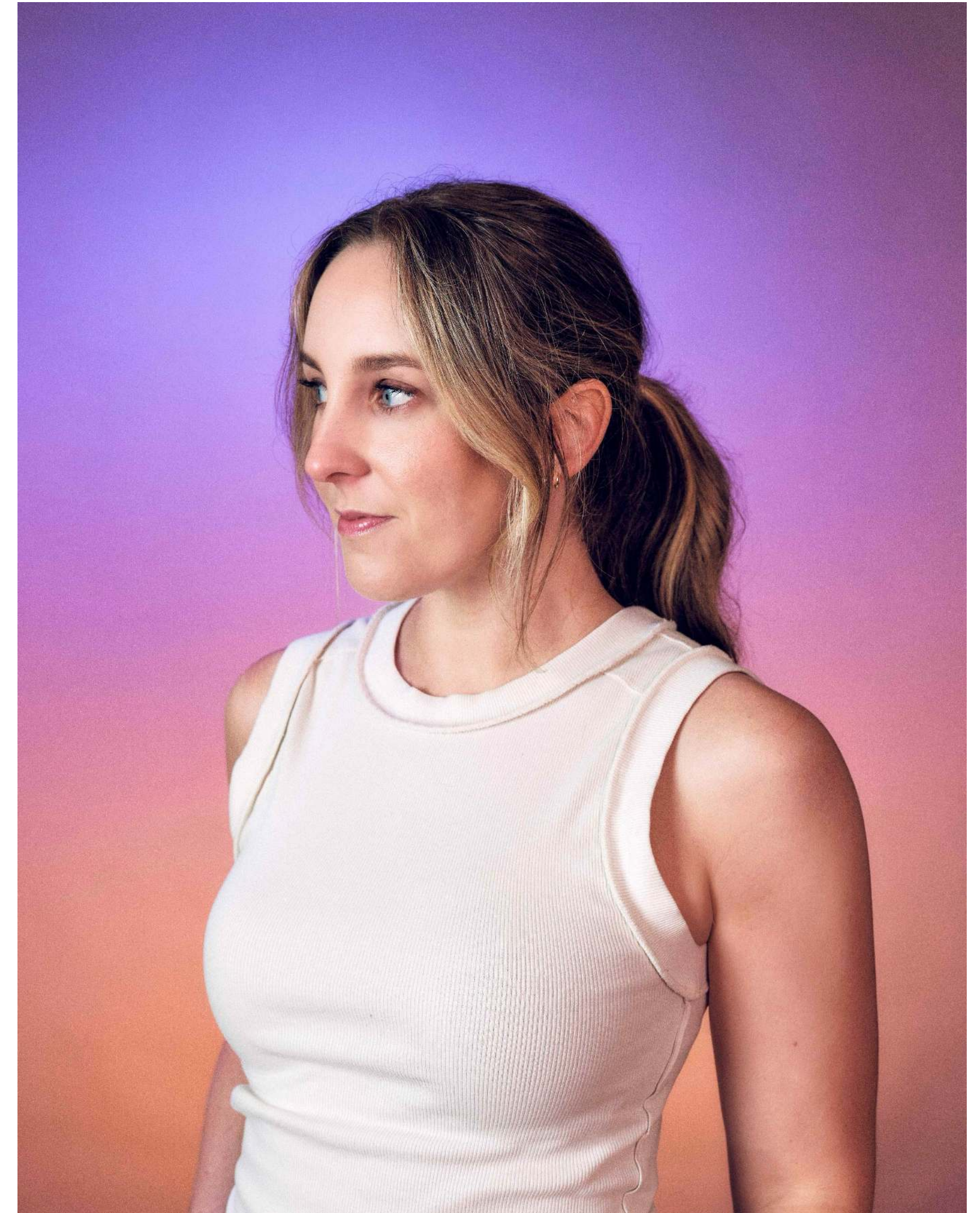
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About me

- Design lead with **10+ years** turning complex data and ambiguous problems into intuitive, actionable experiences — across health tech, financial services, enterprise software, and consumer media.
- Skilled in dashboard UX, data visualization, and design systems, with a proven ability to lead teams and coach cross-functional partners on design best practices.
- Most recently leading strategic direction and delivery at Funsized, a digital product design agency in Austin, TX. Previously at IBM.

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Wired

Product Experience

Wired had a powerful neuromuscular stimulation technology, but no platform to guide practitioners through it and no illustration system precise enough for clinical use.

I led visual direction for a new 3D illustration system, then mapped the information architecture and led wireframes for onboarding, search, and the protocol library — validating it all in an interactive iPad prototype.

Outcome

A production-ready platform guiding practitioners from first discovery through protocol mastery, built on a scalable design system.

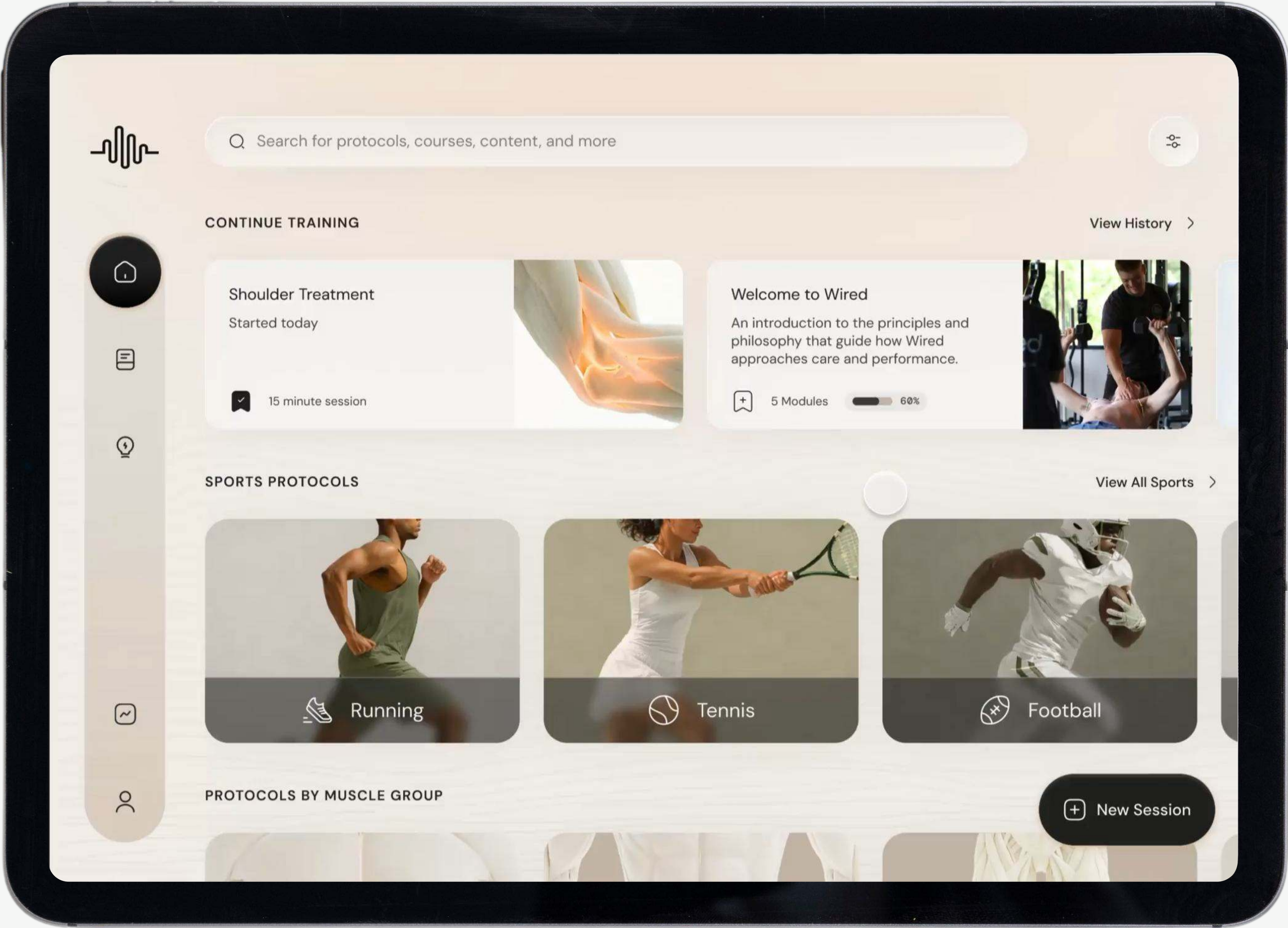
Skill highlights

PRODUCT DESIGN

DESIGN SYSTEMS

INFORMATION ARCHITECTURE

VISUAL DIRECTION



Wired

Search, Discovery & Content Library

Practitioners faced an overwhelming amount of content with no clear way to navigate by muscle group, body area, or use case. The opportunity wasn't more content — it was more guidance.

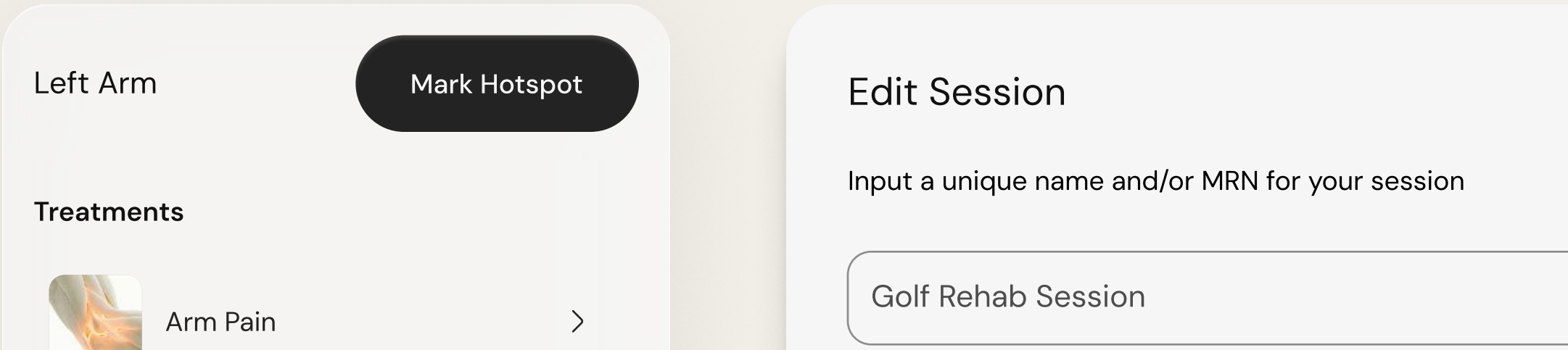
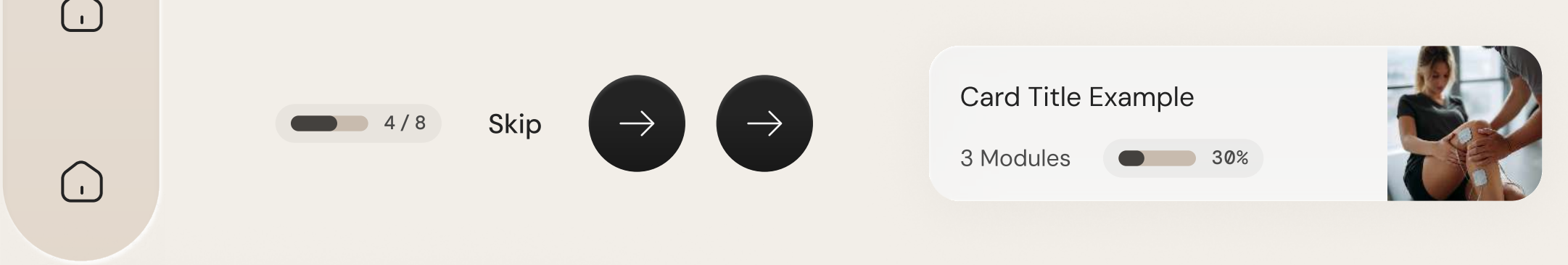
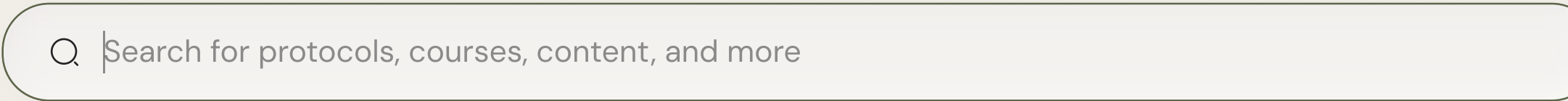
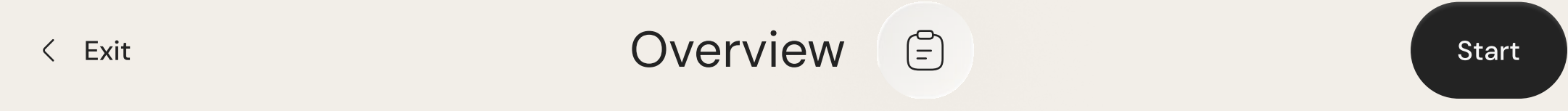
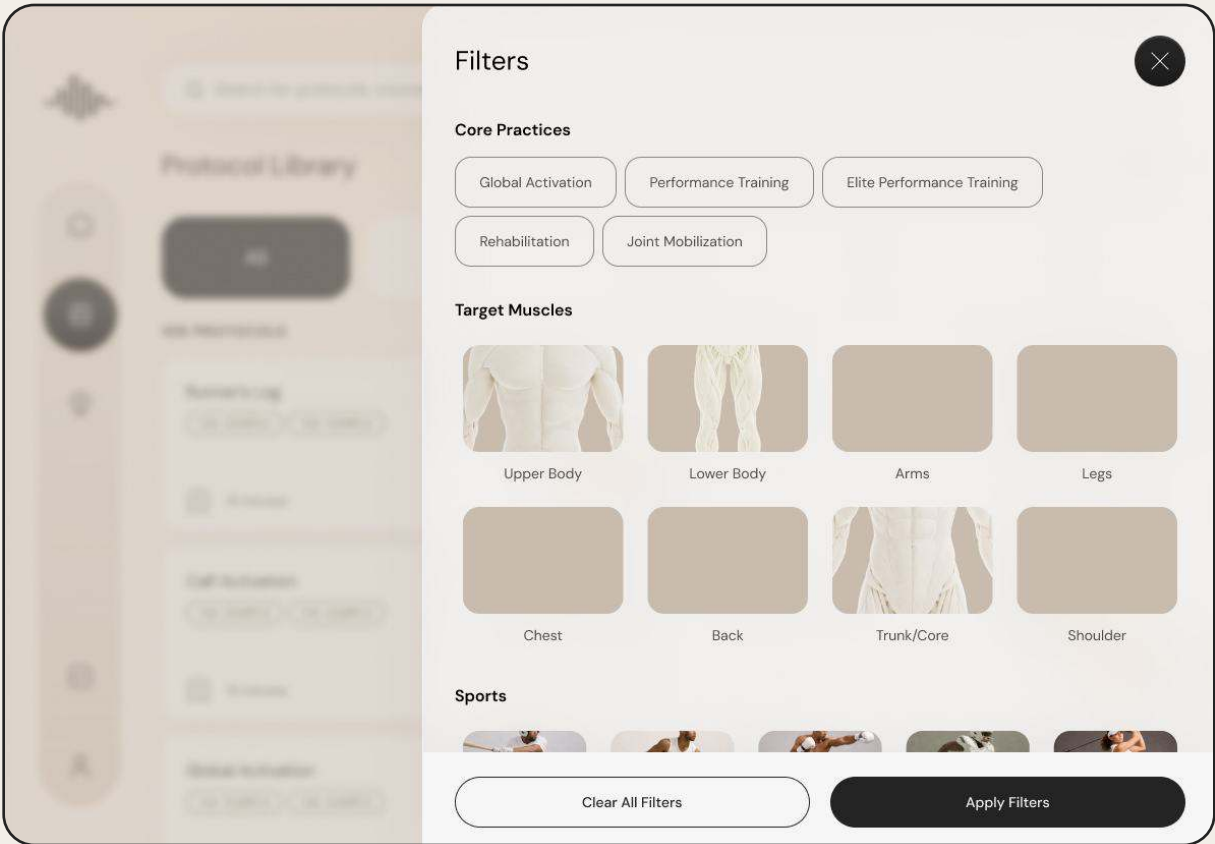
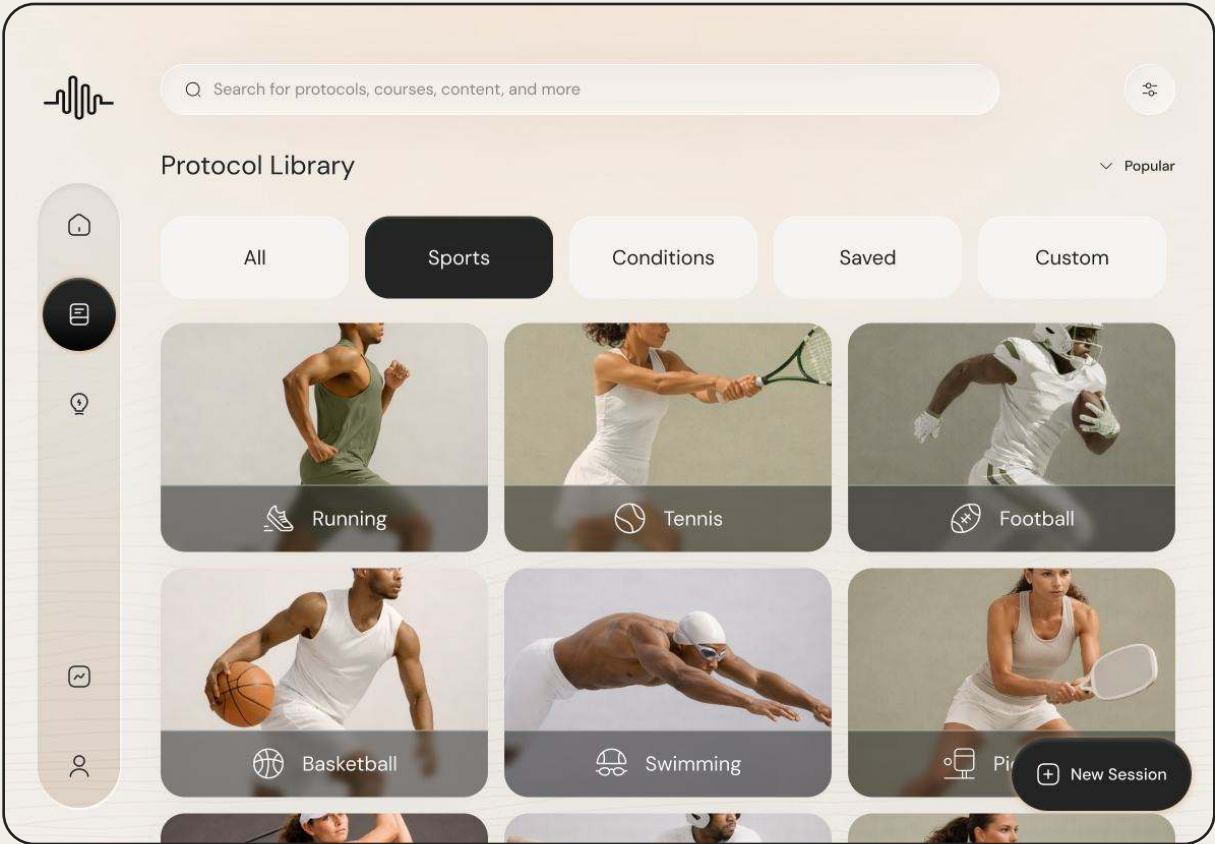
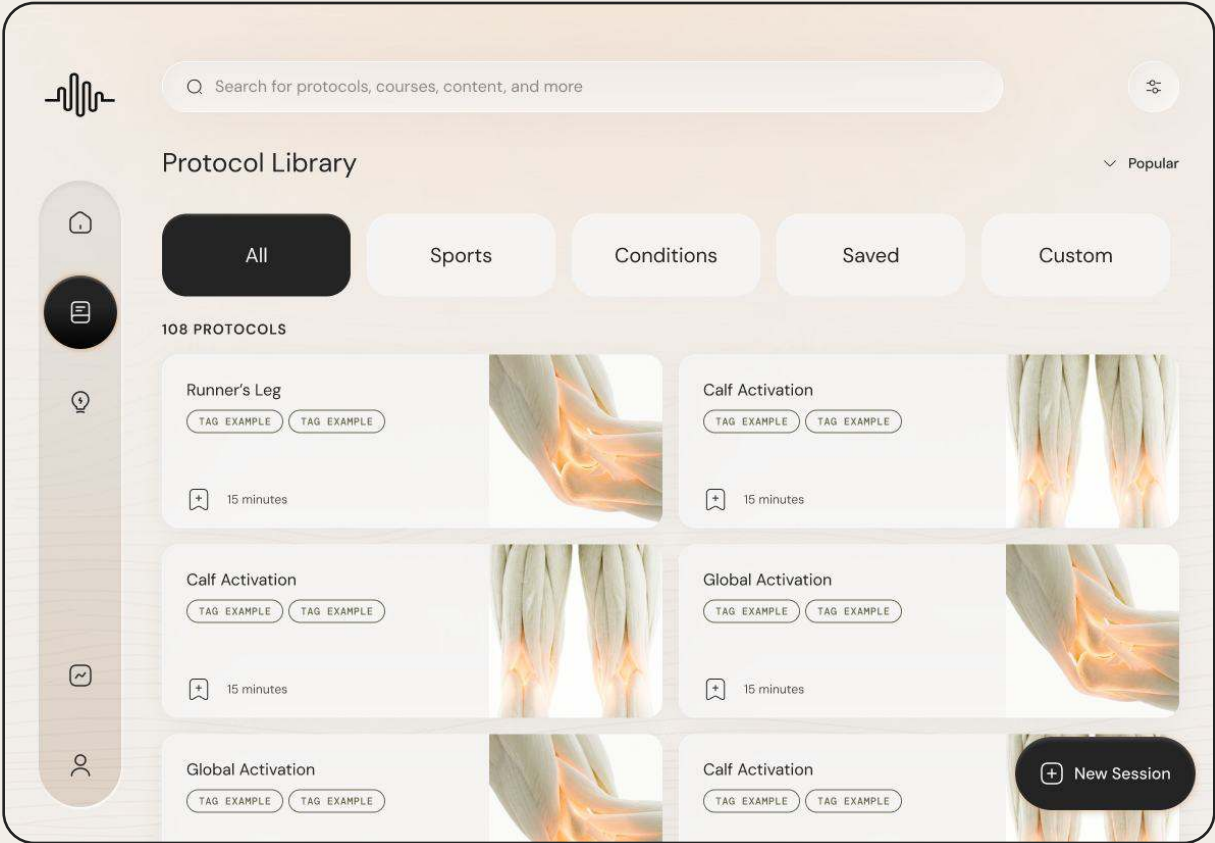
I designed the protocol library and search experience — smart filtering across the content set, step-by-step navigation, and a consistent card system that scales across sports, conditions, and muscle groups.

Outcome

A browsable, filterable library that reduced content overwhelm and gave practitioners a clear path from search to session start.

Skill highlights

- INFORMATION ARCHITECTURE
- COMPONENT LIBRARY
- UX DESIGN
- CONTENT SYSTEMS



Wired

Full Product Experience

With the design system and information architecture proven in isolated flows, the next test was whether it could hold together across a real, shippable product.

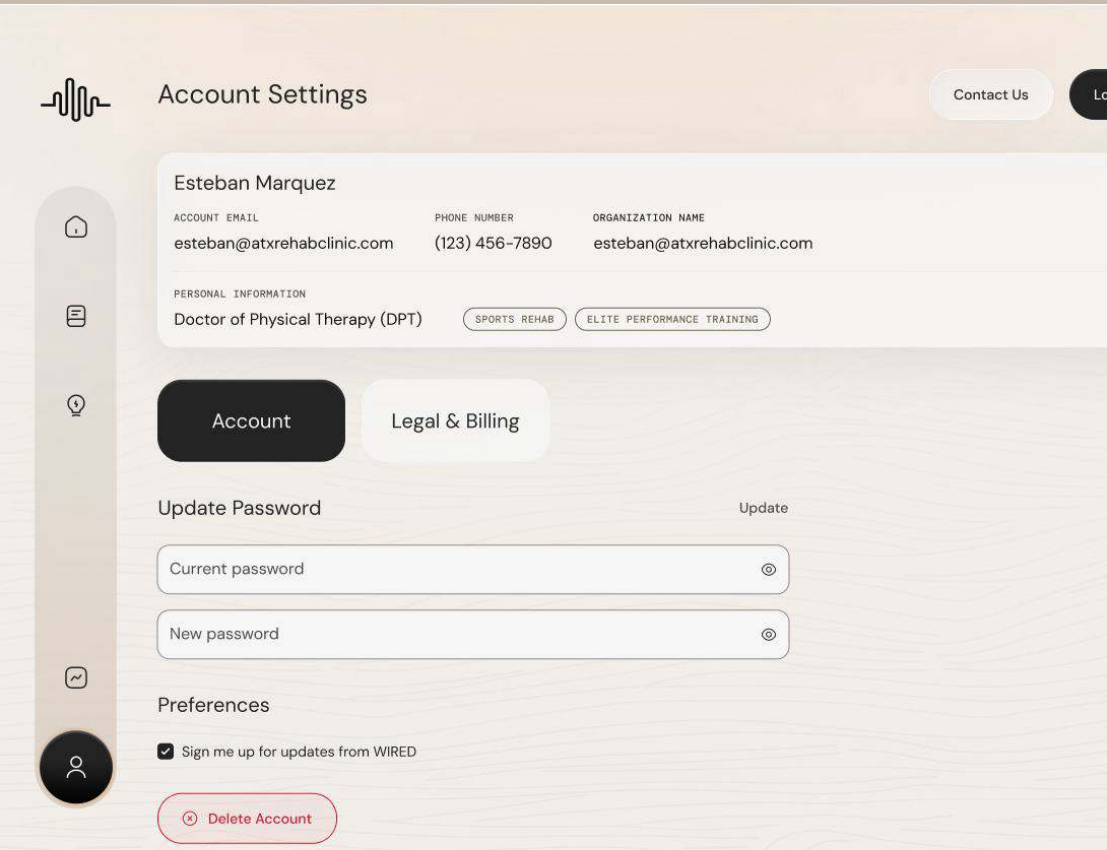
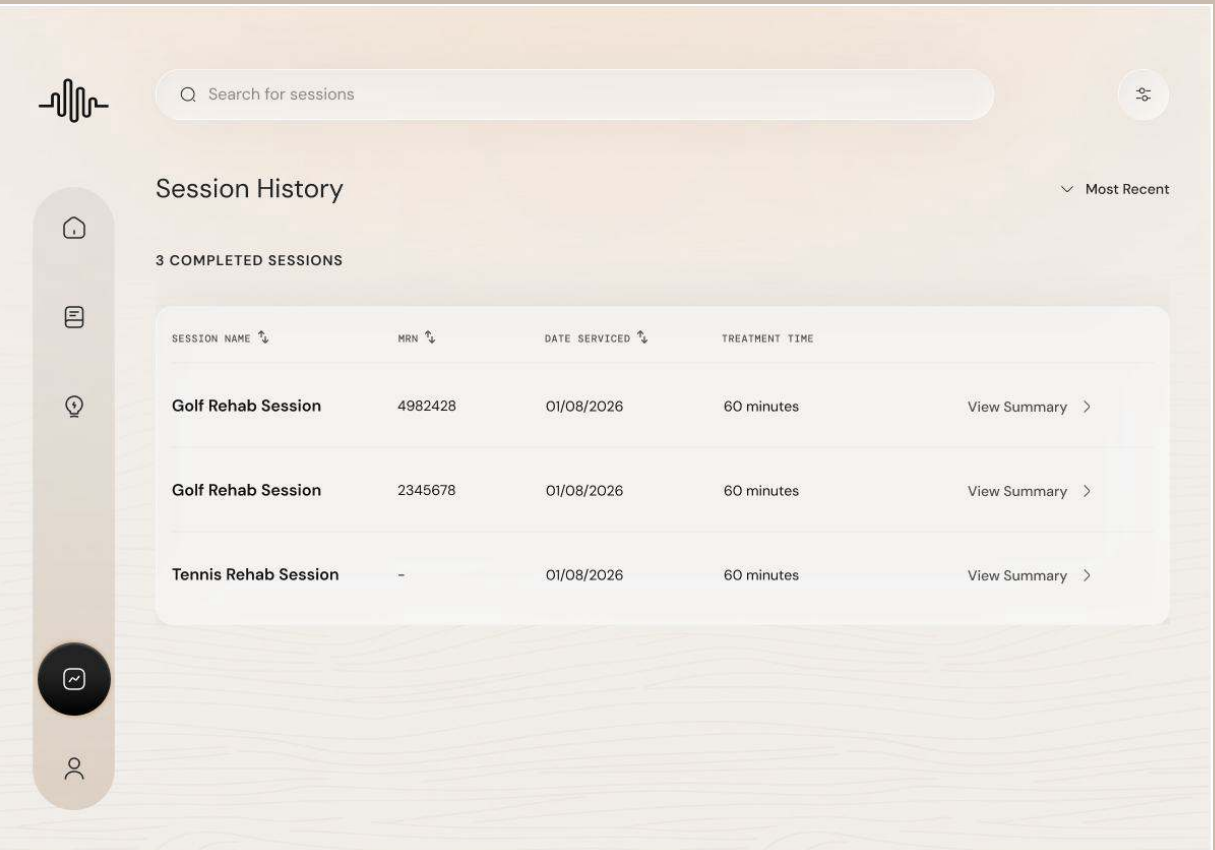
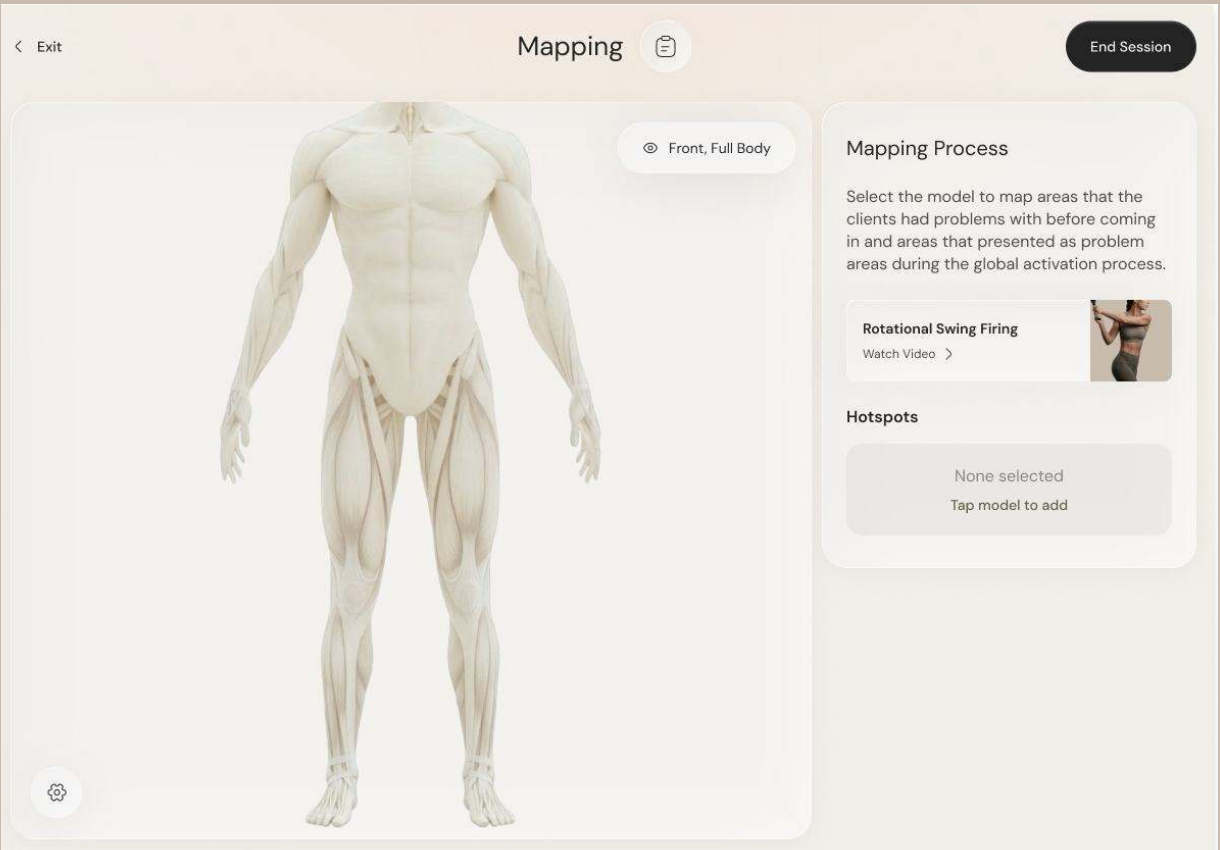
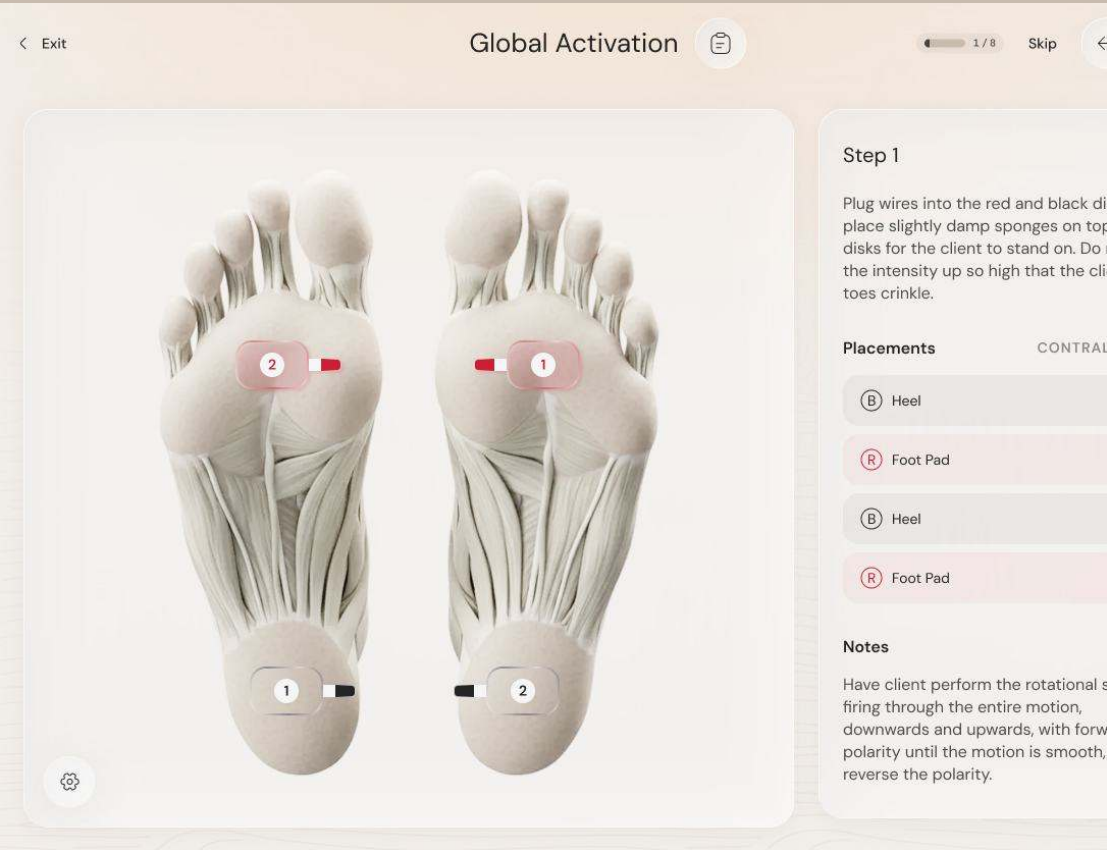
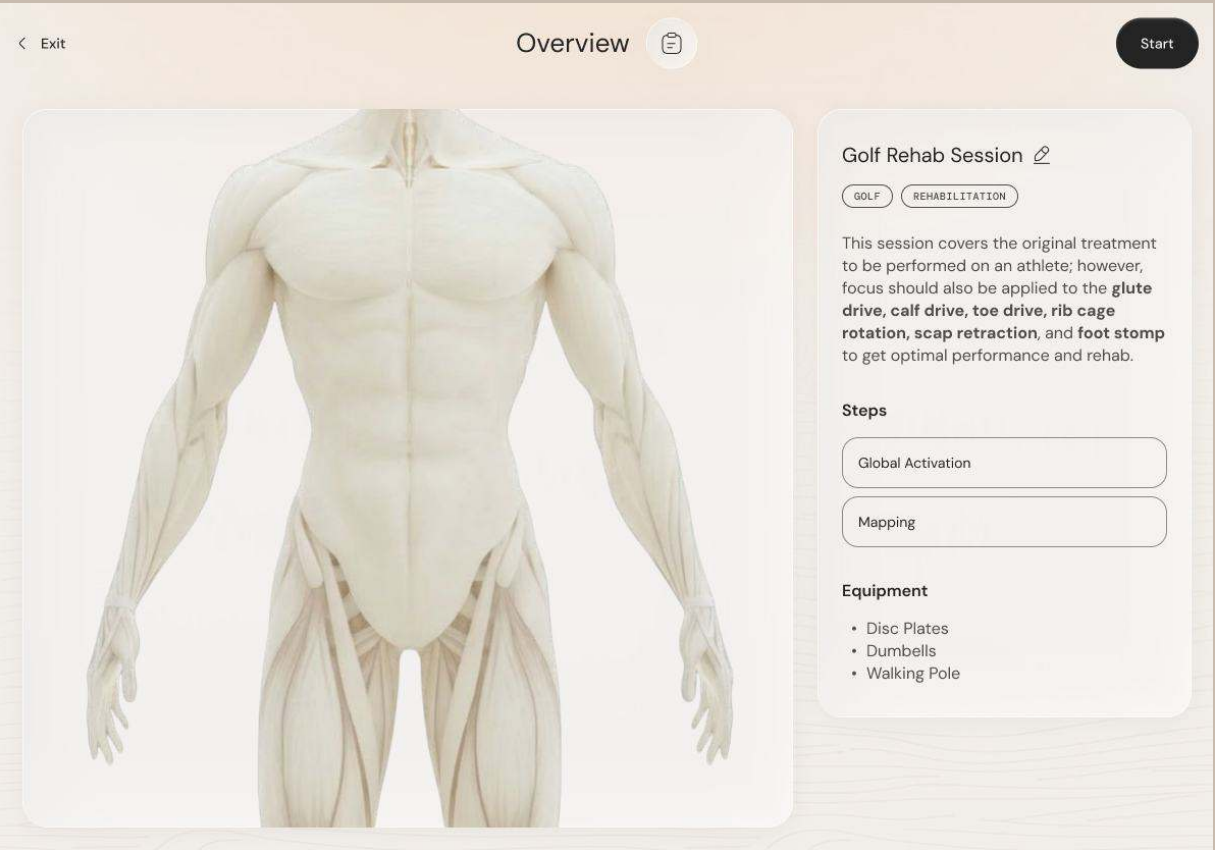
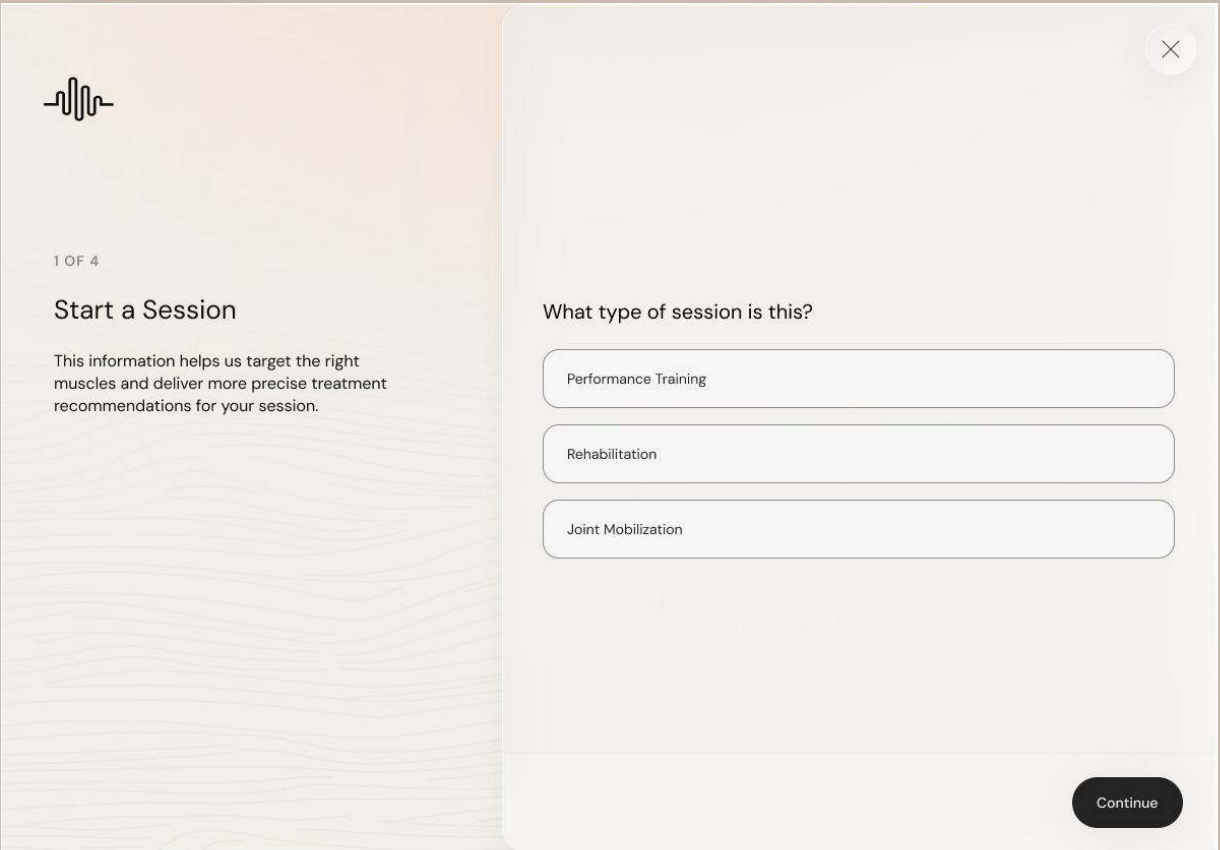
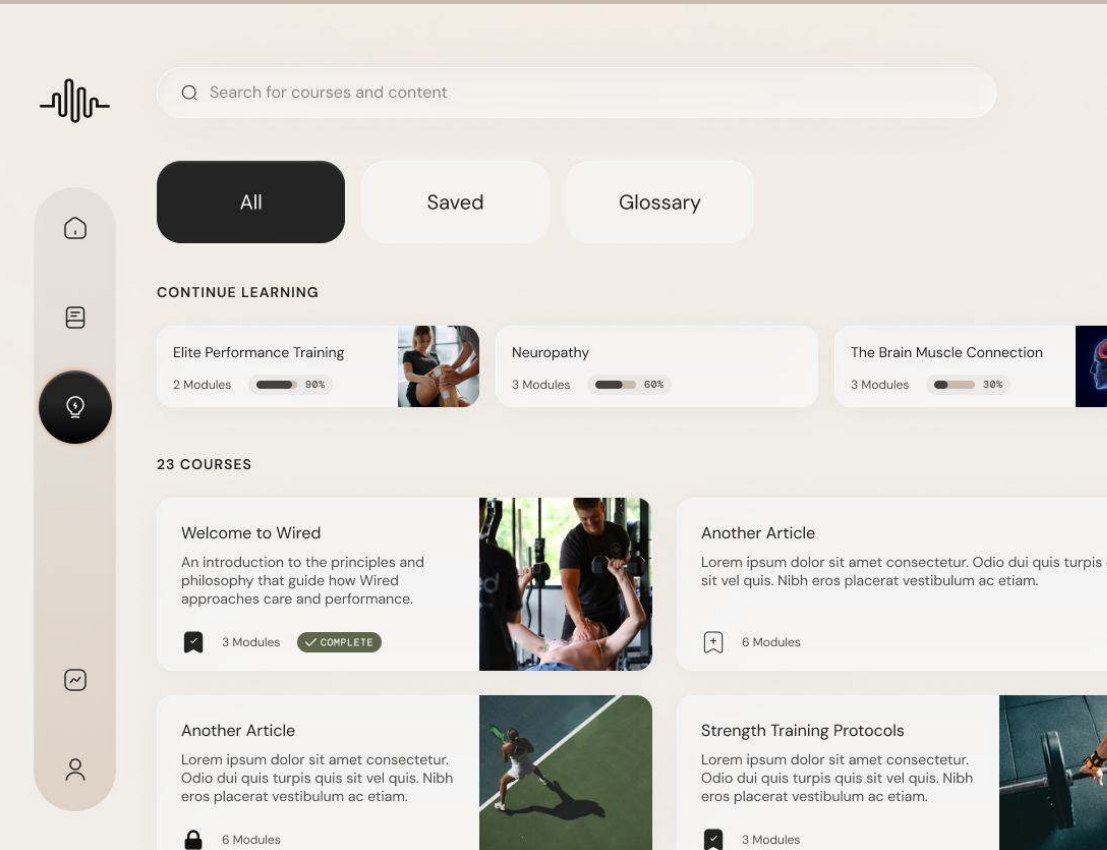
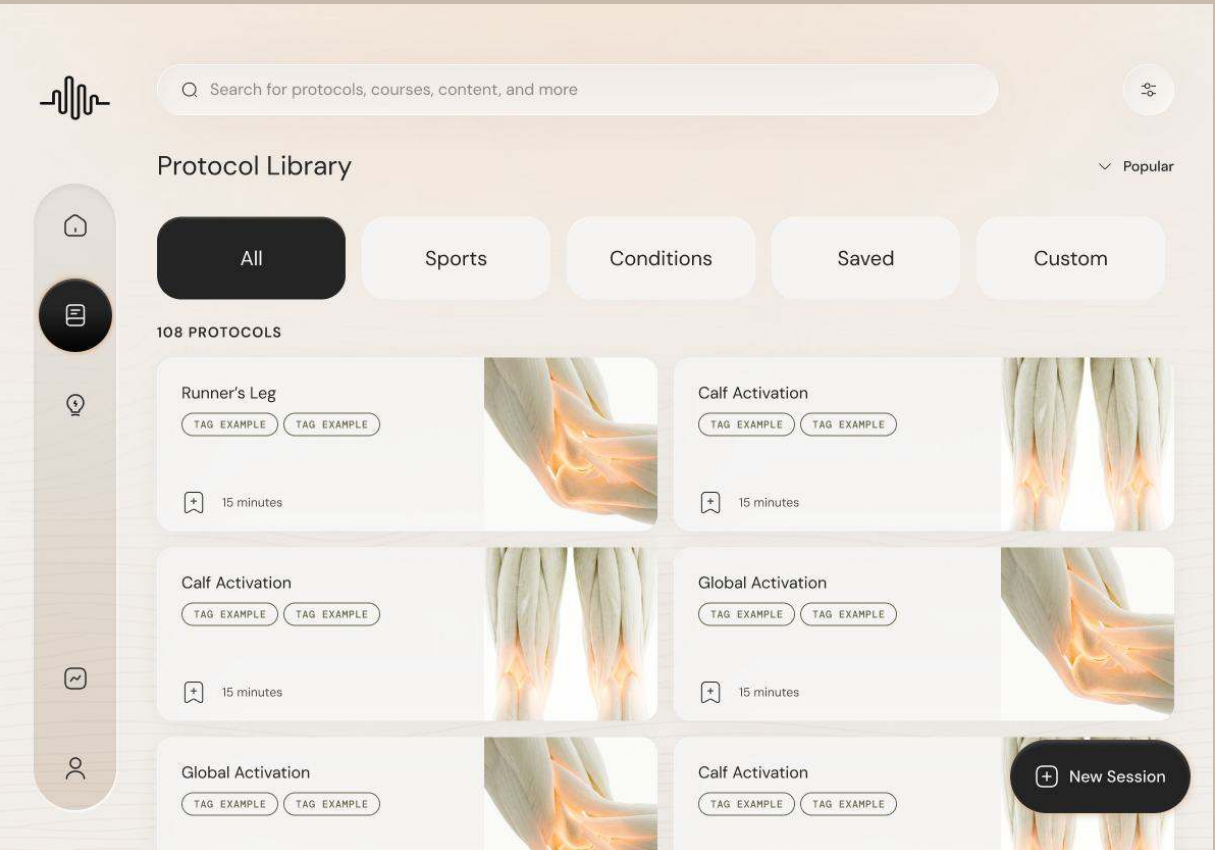
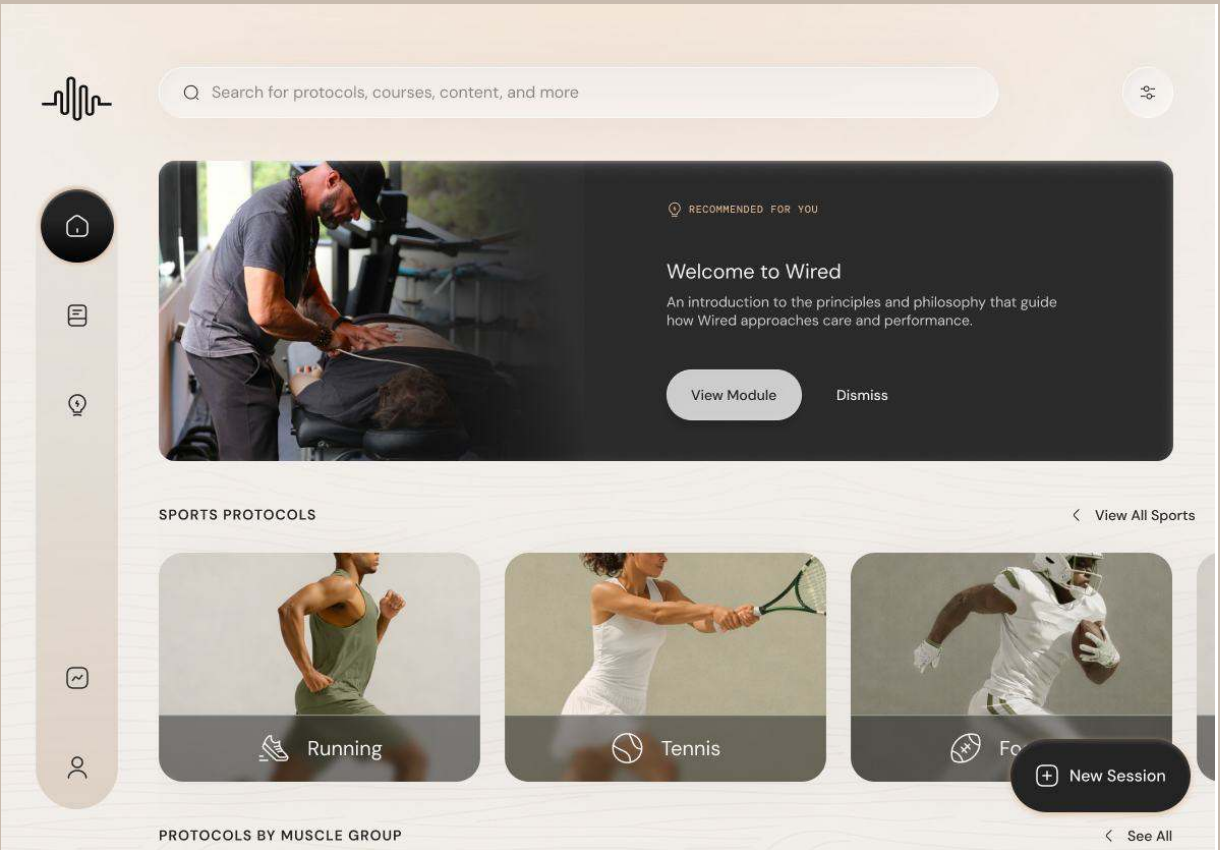
I applied the visual language and component library across the entire app — onboarding and activation, protocol library and search, pad placement with 3D muscle mapping, session flows, and account management — so every screen read as one cohesive product rather than a set of disconnected patterns.

Outcome

A production-ready app from first login to session completion, proving the design system scaled beyond concept work into real, end-to-end software.

Skill highlights

- PRODUCT DESIGN
- UI DESIGN
- VISUAL DESIGN
- PROTOTYPING



Vire

Health Data Visualization

Vire is a health wearable that tracks sleep, activity, and perspiration. Early design explorations had produced a variety of screens focused on accurately representing data — but lacked cohesion as a product experience.

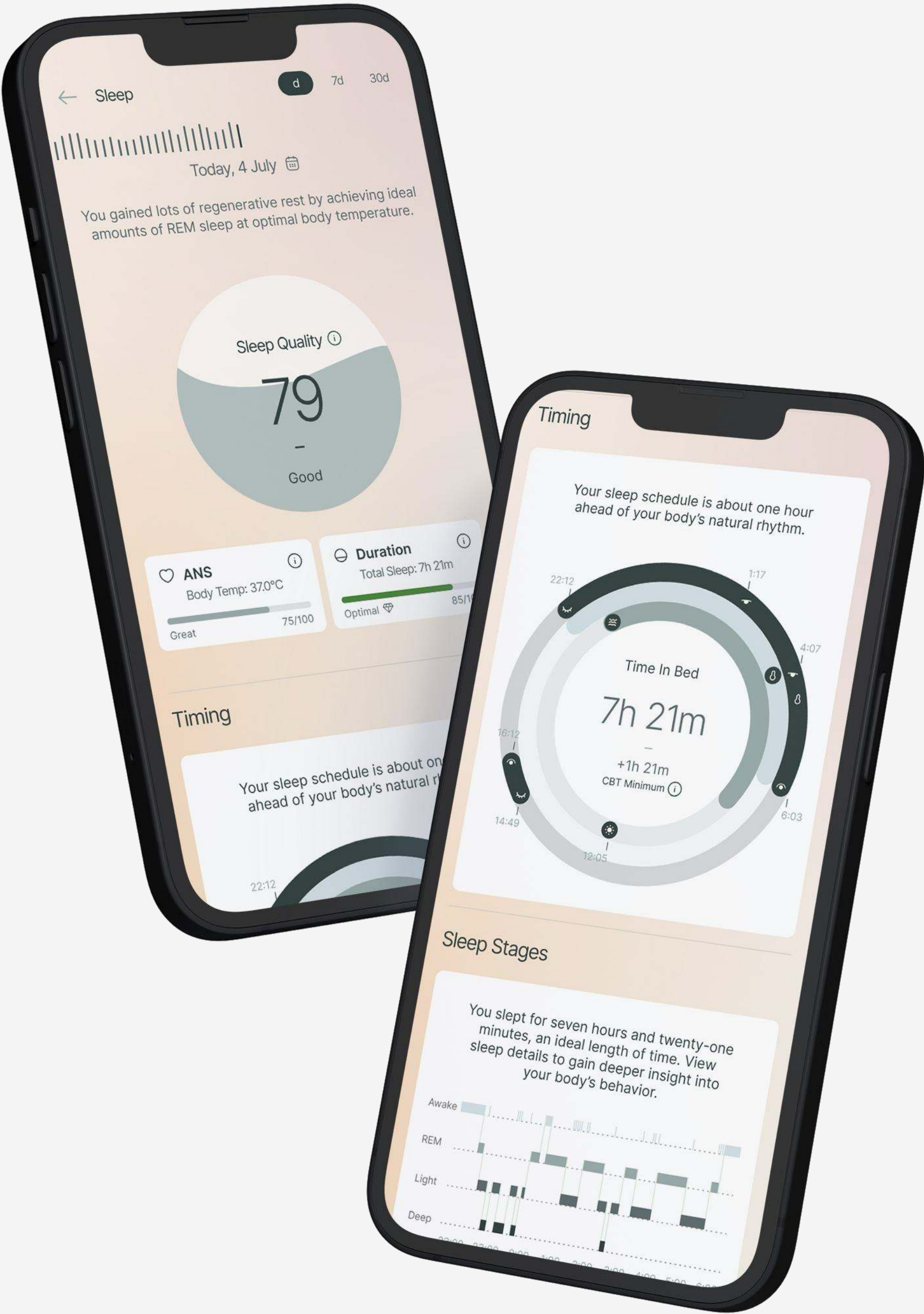
I joined to bridge the gap between brand and product, bringing visual consistency and storytelling to beta-ready, high-fidelity designs across sleep stages, metric comparisons, and activity tracking.

Outcome

Transformed fragmented explorations into a cohesive, polished product experience ready for beta — establishing a clear visual language for complex health data.

Skill highlights

- VISUAL DESIGN
- MOBILE UX
- DATA VISUALIZATION



Capital One

Cloud Governance Product

Capital One needed a new cloud governance product that would let enterprise users define and enforce cloud policies at scale — while extending their brand into new technical markets.

I led design for the product experience and an extensible design language system built on Material UI, optimized for engineering speed and long-term scalability.

Outcome

Successfully launched product enabling policy definition and enforcement across cloud infrastructure. The design system went on to accelerate development of additional tools across the organization.

Skill highlights

- DASHBOARD UX
- COMPONENT LIBRARY
- DATA VISUALIZATION
- DESIGN DOCUMENTATION



Leadership

Facilitation Group Mentorship

Led a group mentorship program focused on developing core design skills — including communication, strategic preparation, and empathy-driven facilitation. Participants collaborated to build a "Facilitator's Toolbox" to support future workshops, creating space for emerging designers to grow with structure, accountability, and connection.

Outcome

Grew a cohort of more confident, collaborative designers equipped with practical tools and frameworks they continue to use beyond the program.

Skill highlights

- MENTORSHIP
- FACILITATION
- DESIGN LEADERSHIP

