Geoffrey Gunter

https://geoffreygunter.design/

Design leader

Summary

I lead design teams that treat the system as the product. At Kinective I'm head of UX, working with the VPs of Product and Engineering on roadmap, and I built the two things everything else runs on: a unified platform that brought five acquired product lines under one navigation and interaction model, and Prism, a component and token layer serving React and Vue from one source that agents consume as well as people. I hold a high bar for visual craft and coach my team on it, and I'm currently leading the redesign of our data analytics suite around AI-assisted workflows and new data visualization patterns.

Experience

Senior Product Design Manager (Head of UX) · Kinective · Gilbert, AZ — March 2025 - Present

- Directed the design organization for the full product portfolio: set the design vision, own the quality bar, and represent design and the customer at the executive level with the VPs of Product, Engineering, and Marketing on roadmap, prioritization, and system investment decisions.
- Built and managed a team of designers covering all product lines. Hired, onboarded, and developed each designer, established critique, review, and handoff rituals, and clarified ownership so designers help steer product direction rather than own screens.
- Led the phased redesign of Kinective's analytics suite for banks and credit unions, moving it from nested tabs and dense tables toward dashboards, a chart builder, and AI-assisted overviews, partnering with the VPs of Product and Engineering and two senior front-end engineers on build decisions and contributing chart components back to Prism.
- Led the design and information architecture model of Kinective Operations Platform, a unified application shell that brings 10 acquired products from five product lines into one navigation model, identity, and workspace, replacing the context switching users previously did between disconnected products.
- Implemented a Figma lint agent that flagged detached components and off-token values, decreasing design review errors by 50% and enhancing the overall quality of design deliverables across product lines.
- Drove the six-week Prism 2.0 rebuild so AI prototypes from PMs and executives build on the real system instead of being rebuilt by design and engineering: accessibility specs on all 100+ components, one file that teaches an agent the system, and automated checks that catch off-system work before review.
- Review component code directly with front-end engineers so Figma-to-code fidelity holds through ship, and make UI changes in the codebase when that is the fastest path to quality.
- Redesigned eSignature template setup for Kinective Sign (4,300+ institutions, 15,000+ users): a five-step guided flow with optional AI autofill and human review, taking setup from 15+ minutes to seconds and cutting creation and maintenance time by more than 50%.

UX Design Manager · Kinective · Gilbert, AZ — February 2024 - March 2025

- Founded and shipped the Prism design system from zero, architecting the token layer first, then the component library for both Vue and React, then unifying multiple legacy product portfolios under a single design language.
- Established and ran the company's first formal UX research practice using Pendo, embedding usability tests, customer interviews, and in-product surveys into the prioritization process.
- Guided the product UI workstream of the company-wide rebrand, re-theming every customer-facing product through the Prism token layer and partnering with marketing and product leadership on brand direction.
- Reduced rework and shortened design-to-engineering feedback loops through component governance and a structured review process that catches issues before build.
- Championed and rolled out Figma and FigJam org-wide, training product, engineering, and leadership, and serving as primary administrator.

UX / UI Designer · Kinective · Gilbert, AZ December 2022 - February 2024

- Led full redesigns of multiple banking products from research through delivered UI, including user flows, wireframes, prototypes, and hands-on engineering collaboration.
- Conducted heuristic analyses across the legacy product portfolio, identifying and prioritizing the UX debt that became the foundation for the broader redesign and design system roadmap.
- Recommended and shipped usability improvements based on customer interviews, improving qualitative satisfaction feedback and reducing support burden.
- Worked across product, engineering, and stakeholder groups to deliver design solutions that met both business goals and customer needs in a regulated industry.

UX Specialist, Learning Technologies · Arizona State University · Scottsdale, AZ August 2021 - December 2022

- Redesigned a community website prototype that tested at a 5.8% increase in task success rate and a 17.5% reduction in task time.
- Surveyed 1,000+ faculty to inform strategic product decisions for university learning tools.
- Facilitated design and launch of a new team website end-to-end: research, stakeholder alignment, high-fidelity mockups, and engineering collaboration.
- Contributed components and assets to university design systems.

Web Technologist · Arizona State University · Scottsdale, AZ September 2015 - August 2021

- Designed student-facing pages reaching 54,000+ students across 5,500+ online courses annually.
- Improved online course creation throughput by 33% through process and design optimizations.

Skills & Tools

Component anatomy, states, and variants · Design ops · Design system governance and contribution · Design tokens and token architecture · FigJam · Figma-to-code alignment · Pendo · Theming and visual foundations · Usability research and heuristic analysis · Accessibility · CSS · Figma · HTML · React · Responsive Design · Storybook · User Journeys · Vue · AI-assisted design workflows · Claude Code · Kiro · Figma Agents & Make · Cursor

Honors

Emerald Club Award | GIT Awards 2026

Core Values Award, "Build the Future," | Kinective 2024

1st Place, User Experience | GIT Awards 2022

Education

Arizona State University, Ira A. Fulton Schools of Engineering | Master of Science

User Experience

Arizona State University, W. P. Carey School of Business | Bachelor of Science

Computer Information Systems

Links

Portfolio	geoffreygunter.design
LinkedIn	www.linkedin.com/in/geoffrey-gunter