

# Mac Le

www.macle.cc • hello@macle.cc • linkedin.com/in/maclemore

Product designer with 10+ years leading design for enterprise SaaS companies. Proven track record of driving user-centered, data-driven design and product strategy to scale products for enterprise customers.

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## EXPERIENCE

### **Rippling**, Product Design Lead

Jan 2024 – Present

- Leading end-to-end design for Onboarding and Partner Portal, driving growth across mid-market and enterprise segments while improving year-over-year product adoption and retention
- Revamped Rippling's onboarding experience, resulting in an 18% increase in implementation CSAT and improved first-year retention
- Partnered with Platform, HRIS, and Finance teams to execute a product unbundling strategy, driving a \$475k increase in ARR
- Led the redesign of KYC verification for Rippling's financial products, eliminating manual compliance reviews through automation

### **Zendesk**, Product Designer

May 2021 – Dec 2023

- Led the redesign and unification of custom fields, impacting over 100K users and resulting in a 22% increase in feature adoption, enhancing both agent and admin efficiency across the platform
- Designed the admin experience for Zendesk's low-code CRM platform, giving admins the ability to manage custom objects
- Partnered with senior leadership, product managers, and engineers to prioritize and define custom data features, enabling customers to integrate business data and workflows into Zendesk's ecosystem

### **AuditBoard**, Product Designer

Aug 2017 – May 2021

- Partnered with cross-functional teams to design and ship OpsAudit, an operational audit management tool, driving a 27% increase in ARR and measurable improvements in NPS and CSAT
- Designed end-to-end solutions for internal audit, risk management, and compliance workflows used by Fortune 100 companies
- Led the standardization of Figma design components to accelerate prototyping and ensure WCAG compliance across the platform

### **Deutsch LA**, UX Designer

Jun 2017 – Aug 2017

- Designed digital ad campaigns for Uber, Microsoft Ignite, and Letgo
- Redesigned Letgo's Trust and Safety website alongside the UX team

## EDUCATION

University of California, Los Angeles

BA in Design & Media Arts

Los Angeles, CA

## CERTIFICATION

IBM Enterprise Design Thinking

Jun 2020

## SKILLS

### **Product Design**

UI/UX Design

Product Strategy

Interaction Design

Visual Design

Information Architecture

Systems Thinking

Wireframing & Prototyping

WCAG Accessibility

### **User Research**

Heuristic Evaluation

Usability Testing

### **Leadership**

Stakeholder Management

Design Leadership

OKRs & North Star Metric

### **Methodology**

Design Sprints

Design Thinking

Design Systems

Jobs-to-be-Done

## TOOLS

Figma & Framer

Adobe Creative Suite

Pendo & Segment

VS Code & AI Agents