

KRISTINA SHELLEY

AI-Native Staff Product Designer

Human-Centered AI • Enterprise UX • Rapid Product Prototyping

West Valley City, Utah • Remote US

krissie.design • linkedin.com/in/krissieshelley

PROFILE

Staff-level product designer and design technologist with 10+ years designing complex digital products and a career-long foundation in visual design and frontend technology.

I specialize in translating complicated systems and emerging technologies into experiences that feel clear, useful, and naturally human. My background spans enterprise SaaS, fintech, healthcare, regulated workflows, design systems, and client consulting.

Today, I use AI-native design and development tools to move beyond static concepts and turn product ideas into working, testable software much earlier in the product process. I design the interaction layer between humans and AI, including agent behavior, multi-step workflows, prompt systems, feedback loops, human-in-the-loop controls, escalation paths, and the interfaces surrounding them.

My strength is combining product judgment, visual craft, systems thinking, and technical fluency to help teams answer the most important question early:

Does this actually work for the human using it?

CORE EXPERTISE

AI Product & Agent Experience Design

Agentic UX • Human-AI interaction • Multi-step agent workflows • Prompt architecture • Human-in-the-loop systems • Feedback loops • Agent behavior • Escalation and override patterns • AI trust and transparency

Product Design & Strategy

Complex workflow design • User journeys • Information architecture • Interaction design • Wireframing • Visual design • User research • Experience strategy • Design systems • Accessibility

Rapid AI-Native Prototyping

Lovable.dev • Cursor • Claude Code • Google ADK • React • Tailwind CSS • Supabase • API integrations • Figma • Framer

Forward-Deployed Collaboration

Discovery workshops • Stakeholder facilitation • Client consulting • Product definition • Technical translation • Cross-functional collaboration • Executive communication • Ambiguous problem spaces

EXPERIENCE

Naturally Human Designs

AI Experience Designer & Principal Design Technologist

West Valley City, Utah • October 2023–Present

Independent AI-native product and experience design practice helping organizations turn complex ideas and emerging technologies into clear, testable digital products.

- Design AI-native product experiences from early discovery through working prototype, combining product strategy, interaction design, visual craft, prompt design, and technical implementation.
- Build functional product prototypes with Lovable.dev, Cursor, Claude Code, React, Supabase, and AI APIs, allowing teams to test product behavior and user assumptions before committing significant engineering resources.
- Design human-AI interaction models including multi-step workflows, prompt systems, feedback loops, human-in-the-loop checkpoints, escalation paths, and user controls that make agent behavior easier to understand and trust.
- Designed and shipped a place-based experiential learning application using Google Agent Development Kit and Google Antigravity as part of the Kaggle + Google AI Agents Intensive, creating custom prompt frameworks, state-driven agent behavior, and interactive HITL feedback loops.
- Facilitate collaborative discovery and workflow-mapping sessions with stakeholders to identify user needs, define product behavior, explore AI opportunities, and translate ambiguous ideas into concrete experience models.
- Design and build secure digital ecosystems using relational data, automation, APIs, analytics, and AI-assisted workflows while keeping the human experience understandable and approachable.
- Lead digital product and experience strategy for Vet-Ray Technology by Sedecal, translating complex medical imaging products, technical infrastructure, sales workflows, and support systems into a cohesive customer experience.
- Create internal dashboards, lead-management workflows, customer-facing tools, and rapid product concepts that bridge business needs, user needs, and implementation constraints.

SalesRabbit

Senior Product Designer

Lehi, Utah • May 2022–October 2023

B2B SaaS platform supporting complex field-sales organizations and workflows.

- Led product design across complex enterprise workflows while partnering closely with product management and engineering.
- Helped transition core product experiences from legacy structures into a modern React-based architecture, balancing user needs, technical constraints, and scalable interaction patterns.
- Turned complicated business requirements into interactive prototypes that enabled teams to understand, evaluate, and refine product behavior before implementation.
- Conducted qualitative research with field-sales organizations to uncover workflow friction and translate real-world behavior into product improvements.
- Designed internal and customer-facing tools for pipeline management, integrations, configuration, and high-frequency workflows.
- Worked across product, engineering, customer needs, and business strategy to create practical solutions for ambiguous and technically complex problems.

Independent Product Design Consultant

UX Strategist & Product Designer

Salt Lake City, Utah • October 2021–May 2022

Partnered with early-stage companies to define and simplify complex products across SaaS, healthcare, finance, agriculture, and creator technology.

- Entered unfamiliar product domains quickly, mapped users and workflows, identified high-friction moments, and transformed loosely defined requirements into testable product experiences.
- Redesigned analytics experiences for Blubrry Podcast Services, translating dense creator metrics into clear, decision-oriented dashboards.
- Simplified FarmRaise's federal grant-application workflows, turning complex compliance requirements into a more approachable experience for farmers.
- Created product strategy, interaction models, user journeys, prototypes, and design direction for startups operating with limited product infrastructure and significant ambiguity.

Suralink

UX Designer

Salt Lake City, Utah • May 2019–June 2021

Enterprise SaaS platform for secure audit request management and document collaboration.

- Designed complex multi-stakeholder workflows involving secure document exchange, task status, permissions, requests, and collaboration.
- Created the organization's first scalable design system and component library with accessibility and consistency built into its foundations.
- Designed transparency dashboards that transformed complicated audit processes into understandable next steps for accounting professionals and their clients.
- Balanced usability with security, regulatory requirements, and complex enterprise workflows across financial and healthcare-related environments.
- Worked closely with product and engineering to translate system constraints into interactions users could understand and trust.

Nav Technologies

Senior Product Designer

Salt Lake City, Utah • January 2014–January 2019

Fintech platform helping small-business owners understand business credit and access financing.

- Translated complicated credit-bureau data and financial models into approachable tools, explanations, dashboards, and actionable next steps.
- Designed data-rich internal and customer-facing product experiences across a multi-sided financial marketplace.
- Partnered with product, engineering, analytics, marketing, and business stakeholders to continuously test and improve product experiences.
- Helped make opaque financial systems more understandable to small-business owners through strong information design and progressive disclosure.

FOUNDATIONAL EXPERIENCE

Web, Visual & Digital Product Design

Designer / Developer • 1998–2014

Began hand-coding websites in HTML and CSS in 1998 and developed a career spanning visual design, branding, frontend implementation, information architecture, and eventually product design.

That foundation continues to shape how I work today: I understand both the human experience and the realities of how digital products are built, which allows me to collaborate deeply with engineers and increasingly use AI-assisted development to prototype ideas directly.

TOOLS & TECHNOLOGIES

AI / Prototyping

Lovable.dev • Cursor • Claude Code • Google ADK • Google Antigravity • LLM prompt systems • Agent workflows

Design

Figma • Framer • Miro • Affinity • Adobe Creative Suite

Frontend / Product Technology

React • Tailwind CSS • HTML • CSS • Supabase • APIs • Git

Product Practices

User research • Journey mapping • Information architecture • Design systems • Agile/Scrum • Workshop facilitation • Accessibility/WCAG

SELECTED DOMAIN EXPERIENCE

Enterprise SaaS • Artificial Intelligence • Healthcare & Medical Technology • Fintech • Regulated Workflows • Sales Technology • Analytics • B2B Platforms

PORTFOLIO

krissie.design