Izabella Timmons

Lead Product Designer
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Summary

Lead Product Designer specializing in enterprise cloud platforms with 6 years of experience designing complex B2B SaaS experiences. Two-time IBM award winner (Selectric Award & Trailblazer Design Award) recognized for design advocacy, user research excellence, and cross-functional collaboration.

Expert in translating technical requirements into intuitive workflows that drive measurable outcomes—including $540K in annual cost savings, 91.25% user satisfaction scores, and strategic product alignment across IBM's biggest initiatives.

Experience

**JAN 2020
PRESENT** : IBM Cloud Platform | Remote
Lead Product Designer

Deployable Architecture (DA) Project
Led strategic design initiative as DA Design Lead, ramping up rapidly to drive cross-functional alignment across Design, Engineering, and Product Management teams on IBM's highest-priority platform initiative.

Key Achievements:
- **63% growth in DA deployments** - Drove deployments from 2.46k to 4k total events by reducing friction throughout the discovery and configuration journey.
- **Validated through research excellence** - Achieved 91.25% user satisfaction and 81.25/100 usability confidence through rigorous testing; delivered MVP currently in production with overwhelmingly positive feedback
- **Dramatically reduced drop-off rates** - Addressed a critical usability gap where 98.59% of users were abandoning the deployment flow before completion, by simplifying complex workflows.
- **Drove strategic alignment** - Synthesized feedback across business units to establish unified design approach and comprehensive North Star vision representing IBM Cloud's future state
- **Design leadership** - Effectively bridged design, engineering, and product perspectives to drive cohesive outcomes and innovative solutions across high-complexity stakeholder environment

Cloud Service onboarding tool migration
Led end-to-end UX strategy for migrating 200+ partner onboarding workflows from legacy Resource Management Console to Partner Center, modernizing IBM Cloud's platform service experience.

Design & Execution:
- **Redesigned onboarding flow** - Conducted systematic content audit, eliminated legacy information, and created intuitive navigation that reduced user friction across all platform services
- **Modernized compliance workflows** - Streamlined approval processes to align with current industry standards and regulatory requirements

Business Impact:
- **$540K annual cost savings -** Enabled retirement of non-compliant RMC infrastructure, accelerating IBM Cloud platform consolidation
- **60% reduction in SME support time -** New self-service Partner Center experience eliminated need for manual RMC interactions, freeing subject matter experts for higher-value work
- **Faster time-to-market -** Improved onboarding efficiency enables partners to launch IBM Cloud offerings more rapidly

Experience

SEP 2019 JAN 2020	Audios | Remote Product Designer

Owned end-to-end UX design - For wireless loudspeaker companion app (web and mobile), from discovery research through high-fidelity prototypes and developer handoff
Delivered comprehensive design system - Created information architecture, user flows, wireframes, and interaction specifications enabling seamless development execution
Validated through user testing - Conducted iterative usability studies to refine design decisions and optimize user experience

FEB 2016 SEP 2017	ZeroChaos | Remote Google ADS Quality Evaluation Portuguese

AUG 2015 FEB 2016	The Savings Bank Customer Service Representative

APR 2014 AUG 2015	BMW Financial Services Financial Customer Service Representative

SEP 2007 NOV 2012	Gerdau, Brazil Maintenance Electrician

Skills

Core Competencies

UX Research & Strategy: User research, usability testing, discovery & validation, personas,user journey mapping, information architecture, heuristic evaluation, stakeholder synthesis, design strategy

Design Leadership: Design advocacy, cross-functional alignment, stakeholder management, team collaboration, strategic direction setting, mentor and influence, North Star vision development

Design & Prototyping: High-fidelity UI design, wireframing, rapid prototyping, design systems, responsive design, accessibility (WCAG), interaction design, visual design

Specialized Expertise: Enterprise SaaS, B2B platforms, complex workflow design, IBM Enterprise Design Thinking, e-commerce competitive analysis, platform migration strategy Tools & Technologies

Design Tools: Figma, Sketch, Draw.io, InVision, Maze

Development: HTML, CSS, JavaScript, GitHub (front-end collaboration)

Education

NOV 2017 APR 2019	Bloc.io - UX Design Apprenticeship Immersive online 500+ hour project-based program to master UX Design

JAN 2010 DEC 2011	University Unipac Lafaiete - Software Engineering - Brazil Completed 60 credits towards Bachelor's Degree in Software Engineering

JAN 2005 DEC 2006	Technical School - Brazil Electrical Maintenance Certification