Angie Hemans

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Summary

Design leader and hands-on practitioner with 10+ years driving product strategy, building high-performing teams, and shipping user-centered products at scale. Unique combination of design leadership and technical fluency—equally comfortable leading design systems strategy as writing production React code. Proven track record scaling design organizations, establishing design operations, and delivering measurable business impact including a product launch that drove 50,000+ new users.

Core Competencies

Leadership: Design Team Building & Management • Design Operations • Cross-Functional Collaboration • Executive Partnership • Hiring & Mentorship • Agile/Scrum • Design Strategy • Stakeholder Management

Design: UX/UI Design • Design Systems • User Research • Rapid Prototyping • Design Thinking • Wireframing • Usability Testing • Interaction Design • Visual Design • Information Architecture • Accessibility

Technical: Figma • HTML/CSS • JavaScript • React • Next.js • Ruby on Rails • WordPress • Git • Google Analytics • AI-Assisted Design & Development

Professional Experience

Plasmic — Visual Development Platform Startup (6-person team)

Product Designer 2025 – Present

- Lead design initiatives for AI-powered features, shipping iterative releases that build toward major platform enhancements
- Operate as a versatile contributor in a fast-paced startup, balancing strategic design thinking with rapid execution

Edgio — Edge Computing & Web Application Platform

Director of Design 2022 – 2024

- Led post-merger product unification, consolidating two distinct interfaces into a cohesive platform experience
- Developed unified design system and established design practices for the merged organization
- Served dual role as design manager and hands-on IC, balancing leadership with direct design contribution

Experience.com — Online Reputation Management SaaS

Senior UX Designer → VP of Product Design 2019 – 2025

- Scaled design team from 1 to 8 designers while progressing from Senior UX Designer to VP of Product Design
- Architected and implemented a comprehensive design system during a ground-up platform rebuild
- Established design operations including design-development handoff processes, sprint methodology, and release standards—increasing shipping velocity 2-3x
- Partnered directly with CEO and engineering leadership to align product strategy and validate design decisions through customer advisory board testing
- **Launched freemium product tier (early 2024) that expanded user base by nearly 50,000 users**
- Built and led a high-performing, efficient design team recognized for quality output and collaborative culture

Rainforest QA — Automated Software Testing Platform

Product Designer 2018 – 2019

- Designed and implemented a unified color theme system, consolidating conflicting libraries and writing production React code
- Shipped "Test Designer" feature using crawl-walk-run methodology, enabling users to generate automated QA tests from video walkthroughs

Sencha — Enterprise JavaScript Framework

UX Designer → Product Design Lead 2015 – 2017

- Hired and mentored designers while collaborating with PMs and developers to launch multiple new products
- Built and maintained multiple design systems across product lines
- Prepared products and design systems for successful acquisition (completed late 2017)

Speaking & Community

Conference Speaker: SenchaCon, THAT Conference, Experience.com WOW Conferences

Placeholder Magazine: Led design and development for this nonprofit arts & culture publication serving California's Central Valley

Education

BFA, Graphic Design — Pacific Union College, 2015

Certificate, Web Development — UC Berkeley Extension, 2018

Additional

20 years as a touring and recording musician—bringing creativity, collaboration, performance under pressure, and the discipline of craft to every project.