

Terry Acker

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Principal Product Designer & Co-founder with 15+ years of experience designing and building software at remote organizations. A hands-on design leader who bridges business strategy, product discovery, and holistic UX design. Proven track record of building scalable design systems, launching new software from scratch, and designing secure product experiences for highly regulated industries like healthcare, finance, and the public sector.

Experience

Parabol (Remote)

A productivity platform serving 750k+ users, 100+ enterprise accounts, and public sector contracts.

Principal Product Designer | Apr 2024 – Mar 2026

- **AI Product Strategy:** Led the discovery, prototyping, and production design for Parabol's AI product roadmap, validating adoption with enterprise customers.
- **New Product Expansion:** Launched *Parabol Pages*, a secure team knowledge management solution tailored for regulated industries in self-hosted and air-gapped environments, successfully positioning the company against Confluence and Notion.
- **Custom Workflow Prototyping:** Led the discovery and design of a modular, multiplayer activity builder for custom data-processing workflows, using agentic prototyping tools to rapidly validate UX and de-risk complex product concepts.

Lead Product Designer | Apr 2021 – Mar 2024

- **Product Strategy:** Partnered with the CEO as an executive team member to define company strategy, OKRs, and product roadmaps. Facilitated design workshops and directed cross-functional squads to deliver high-impact features. Identified new market entry points.
- **UX Design Practice:** Led the process for user research and design reviews while managing the UX quality & accessibility backlog. Championed both the product vision and the complete UX lifecycle. Worked alongside engineering to ship production-ready UI using React and Tailwind.
- **Design Team Operations:** Built the design function from the ground up to a core team of 3. Coached 2 full-time product designers, managed external contractors, and established hiring pipelines, career ladders, compensation bands, and performance review frameworks.

Co-founder, Designer, Engineer | Aug 2015 – Mar 2021

- **0-to-1 Scale:** Scaled Parabol to a Series A funding round, growing the user base to 100k+ registered users and graduating from Techstars Anywhere (2019).
- **Product-Market Fit:** Iterated on early user feedback to achieve product-market fit. Led end-to-end UX, brand identity, and growth marketing design for the core product suite.
- **UI Architecture:** Engineered the component library and frontend views in an open-source codebase using React, TypeScript, GraphQL, and Emotion.

Experience (continued)

Quirky (Remote)

Lead UI Engineer | Apr 2014 – Jul 2015

- Led frontend architecture for a crowdsourced product innovation platform serving a community of 1.2M users. Owned the UI design system and codebase. Mentored developers and designers.

BoomTown - Real Estate Platform (Remote)

UI Engineer | Nov 2011 – Mar 2014

- Engineered frontend architecture for a high-traffic real estate lead-generation and CRM platform serving 55K companies nationwide. Led development of responsive, mobile web applications.

Children's Health (Dallas, TX)

Digital Marketing Lead | Aug 2007 – Oct 2011

- Led web marketing initiatives for a top-tier pediatric hospital system while navigating strict HIPAA privacy laws and complex healthcare compliance frameworks. Managed digital advertising, social media channels, and web service integrations, while simultaneously designing and developing marketing websites.

Education

- **Stephen F. Austin State University**
BAAS, Graphic Design & Spanish, 4.0 GPA (2002-2004)
- **Kilgore College**
AAS, Advertising/Graphic Design, 4.0 GPA (2000-2002)

Skills & Competencies

- **Design Leadership:** Product Strategy, Design Systems, Cross-Functional Leadership, Design Operations, Mentorship, User Research, Shape Up Framework, Agile Methodology
- **UI Engineering:** Component Libraries, Design Tokens, Tailwind CSS, Radix UI, React, TypeScript, GraphQL, Frontend Architecture, Open-Source Development
- **Tooling:** Antigravity, Claude Code, Gemini, Git, Docker, Figma, FigJam, Figma Make, Loom
- **Domain Expertise:** AI/LLM Workflows, Enterprise SaaS, Regulated Environments (Air-gapped/On-prem), 0-to-1 Product Discovery, Development & Delivery