

Terry Acker

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Co-founder and Head of Design with 15+ years of experience building remote-first software companies. A player-coach working at the intersection of marketing, product, and engineering—building scalable design systems, prototyping UX concepts, and developing data-driven, AI-enabled workflows. Expert at leading embedded design practices servicing the end-to-end customer journey for enterprise clients in highly regulated sectors, including government, healthcare, and finance.

Co-founder @ Parabol

Serving 750K+ users, ~100 enterprise accounts, and public sector contracts.

Head of Design • February 2020 – March 2026

- **Strategic Leadership:** Owned the design function at the executive level, partnering with the CEO and leadership team to define company strategy, OKRs, and the product roadmap. Navigated the organization through critical scaling phases and strategic restructurings.
- **Design Operations:** Built the design function from scratch—establishing hiring pipelines, career ladders, and performance reviews while coaching designers. Standardized design systems to ensure usability, accessibility, and consistency across the entire user experience.

Principal Designer • August 2015 – March 2026

- **Product Delivery:** Directed cross-functional squads using the Shape Up framework, leading design sprints, rapid prototyping, and continuous user research. Delivered measurable outcomes, including reduced onboarding friction, improved engagement metrics, and increased expansion on enterprise accounts.
- **Shipping Code:** Bridged the gap between design and engineering by collaborating with engineers during discovery and implementation, owning the UX quality backlog, and writing production-ready code (React, Tailwind, TypeScript, and GraphQL).
- **Customer Journey:** Led design across all touchpoints of the user journey—from branding, social media, and advertising to website conversion, product adoption, and expansion. Owned the user feedback loop, synthesizing insights into actionable roadmap priorities.

Previously

- **Experience Engineering Leader @ Quirky • 2014 – 2015**
Led the engineering and design functions to build a platform serving a crowdsourced product innovation community of 1.2M users.
- **Lead UX Engineer @ BoomTownROI • 2011 – 2014**
Built a real estate lead-generation platform serving 55K companies across the US.
- **Digital Marketing Lead @ Children's Health • 2007 – 2011**
Led digital marketing initiatives for a top-tier pediatric hospital, balancing strategic business goals with patient privacy and strict healthcare regulations.

Education

- **Stephen F. Austin State University • BAAS, Graphic Design & Spanish**