

Terry Acker

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Co-founder and Head of Design with 15+ years of experience building remote-first software companies. Player-coach working at the intersection of marketing, product and engineering—building scalable systems and data-driven, AI-enabled workflows for highly regulated customers including government, healthcare and finance.

Co-founder @ Parabol

Serving 750K+ users and ~100 enterprise accounts.

Head of Design • *February 2020 to March 2026*

- **Strategic Leadership:** Owned the design function at the executive level, defining company strategy, OKRs and product roadmap alongside the CEO and leadership team while navigating the organization through scaling phases and strategic restructuring.
- **Design Operations:** Built the design function from scratch—establishing hiring pipelines, career ladders, coaching and performance reviews—while standardizing design systems to ensure usability, consistency and speed across the entire customer journey.

Principal Designer • *August 2015 to January 2020*

- **Product Delivery:** Directed cross-functional squads using the Shape Up framework, leading continuous user research with rapid iteration to deliver measurable outcomes—reduced setup friction, improved engagement metrics and faster onboarding for enterprise teams.
- **Shipping Code:** Bridged the gap between design and engineering by teaming directly with engineers during discovery and implementation, owning the UX quality backlog and writing production-ready code (React/TypeScript/GraphQL).
- **Customer Journey:** Led design at every touchpoint in the user journey from branding, social media and ads, to website entry points, to product adoption and expansion. Owned the user feedback loop, synthesizing insights into roadmap priorities.

Previously

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

Education

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