Product UX Portfolio

Terry Acker · Senior Product Designer

Product designer for enterprise productivity and AI software, from zero to one through growth.

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MY BACKGROUND

A designer with an engineering background, *working closely with customers*.

I’m Terry, a product designer with an engineering background. I’ve got 15+ years of experience designing, engineering, and leading teams for SaaS start-ups across productivity, crowdsourcing, and real estate.

Terry can take a design brief, do extensive research, create marketing signal gathering prototypes, produce brilliant low- and high-fidelity iterations and manage a design or design and development team to bring them to market.

Jordan Husney
CEO @ Parabol

Terry is genuinely gifted at storytelling. His proposals don't just show you what something looks like — they tell you what it means. Ideas he championed developed their own language inside the company. ...helping us to understand a larger vision rooted in deep user empathy.

Gareth Davies
Product Marketing Lead @ Taktile

Terry created an environment where designers felt empowered, supported, and challenged in the right ways. He balanced high standards with empathy and encouraged healthy collaboration. ... people were able to do meaningful work without burning out or feeling micromanaged.

Enrique Sánchez,
Senior Product Designer @ Privy

A DECADE AT PARABOL

I led UX design from *zero to one* through *growth and expansion*, shipping two products and building the design practice.

Zero to One: *building agile facilitation tools*

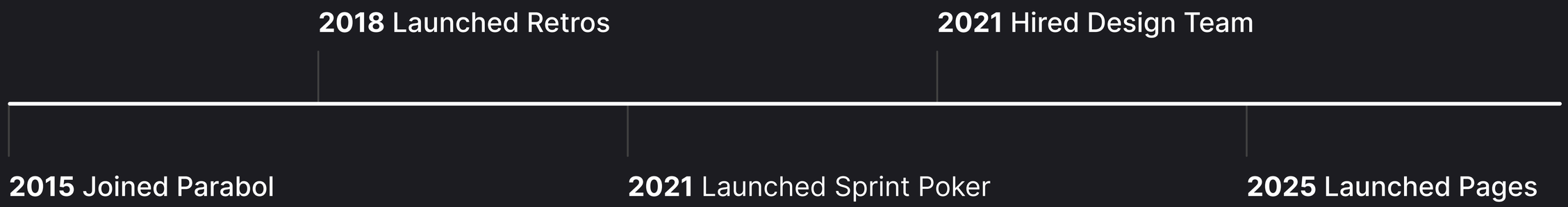
As the first design and front-end hire, I designed and built our first product (*Retros, Sprint Poker, Standups*) from zero to one.

Growth: *optimizing enterprise and public sector*

I led UX design across product squads targeting activation, conversion, and expansion across enterprise and public sector.

Expansion: *shipping AI-native knowledge management*

I designed the second product and AI layer (*Pages & Insights*) that made it persistent, trustworthy, and useful beyond the meeting.



PREVIOUS ROLES

I led UX engineering and web projects *across consumer products, real estate, and healthcare.*

Quirky

Lead UX Engineer

Led engineering and design functions that built a platform serving a product innovation crowdsourcing community of 1M+ users.

BoomTown

First UX Engineer Hire

Engineered frontend architecture for an Inc. 500 real estate lead-generation and CRM platform serving 700+ companies nationwide.

Children’s Health

Lead Web Developer

Led web marketing initiatives for a top-tier pediatric hospital, balancing strategic goals with patient privacy and healthcare regulations.

PROJECT HIGHLIGHT

Sprint Poker

I designed, prototyped, and helped build our 2nd-most-popular meeting type, expanding beyond Retros, with users showing 77% *higher usage frequency*.

ROLE

Lead Product Designer

SCOPE

- Created the pathway to expand beyond a retro tool into an essential agile meeting platform connected to backlog management.
- Validated the end-to-end UX with users, including the playing card animations and the backlog integration workflow.
- Sprint Poker users showed 77% higher usage frequency than all users. Multi-meeting usage correlated with greater retention. Backlog integration showed increased conversion (2.5x on the monthly plan).

IMPACT

Usage frequency

+77%

Users showed higher usage frequency

Greater retention

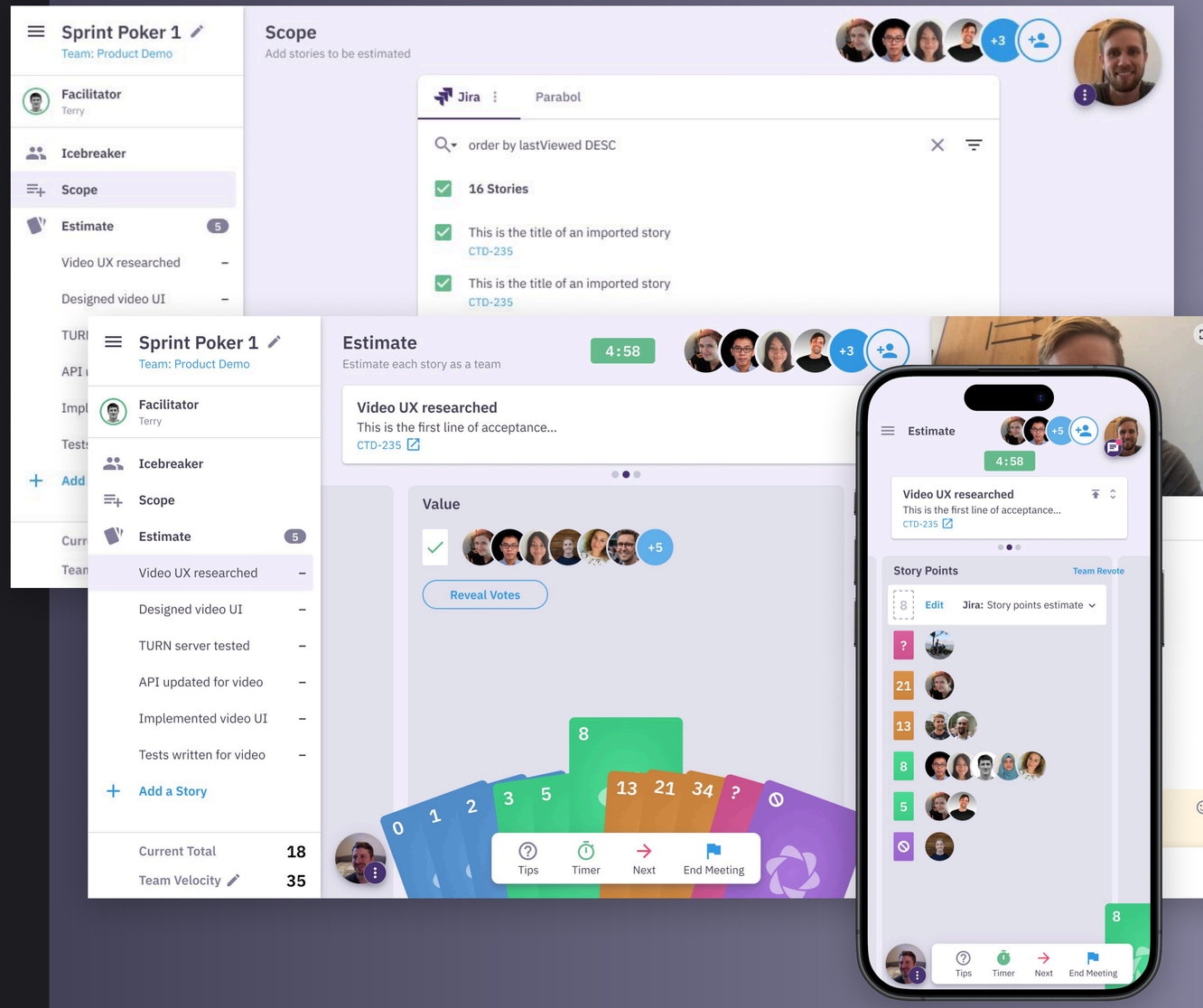
3x over 180 days

For multi-meeting teams, 2x over 90 days

Increased conversion

2.5x

Driven by backlog integration, monthly tier customers



PROJECT HIGHLIGHT

Activity Library

I redesigned, prototyped, and tested our activation UX for discovering and onboarding to new meeting types beyond Retros, *increasing Sprint Poker starts* by 46%.

ROLE

Lead Product Designer

SCOPE

- Redesigned Parabol's core activation experience to help users discover and adopt meeting types beyond Retros, informed by usage metrics.
- Partnered with engineering on an A/B rollout from ~4K to ~27K users and analyzed funnel performance throughout the experiment.
- Improved key growth metrics, including invites +71% and onboarding +11%, while increasing meeting starts across paid tiers (+24% Team, +41% Enterprise). Sprint Poker starts +46%.

IMPACT

Team invites

+71%

Inviting new team members across tiers

Meetings started

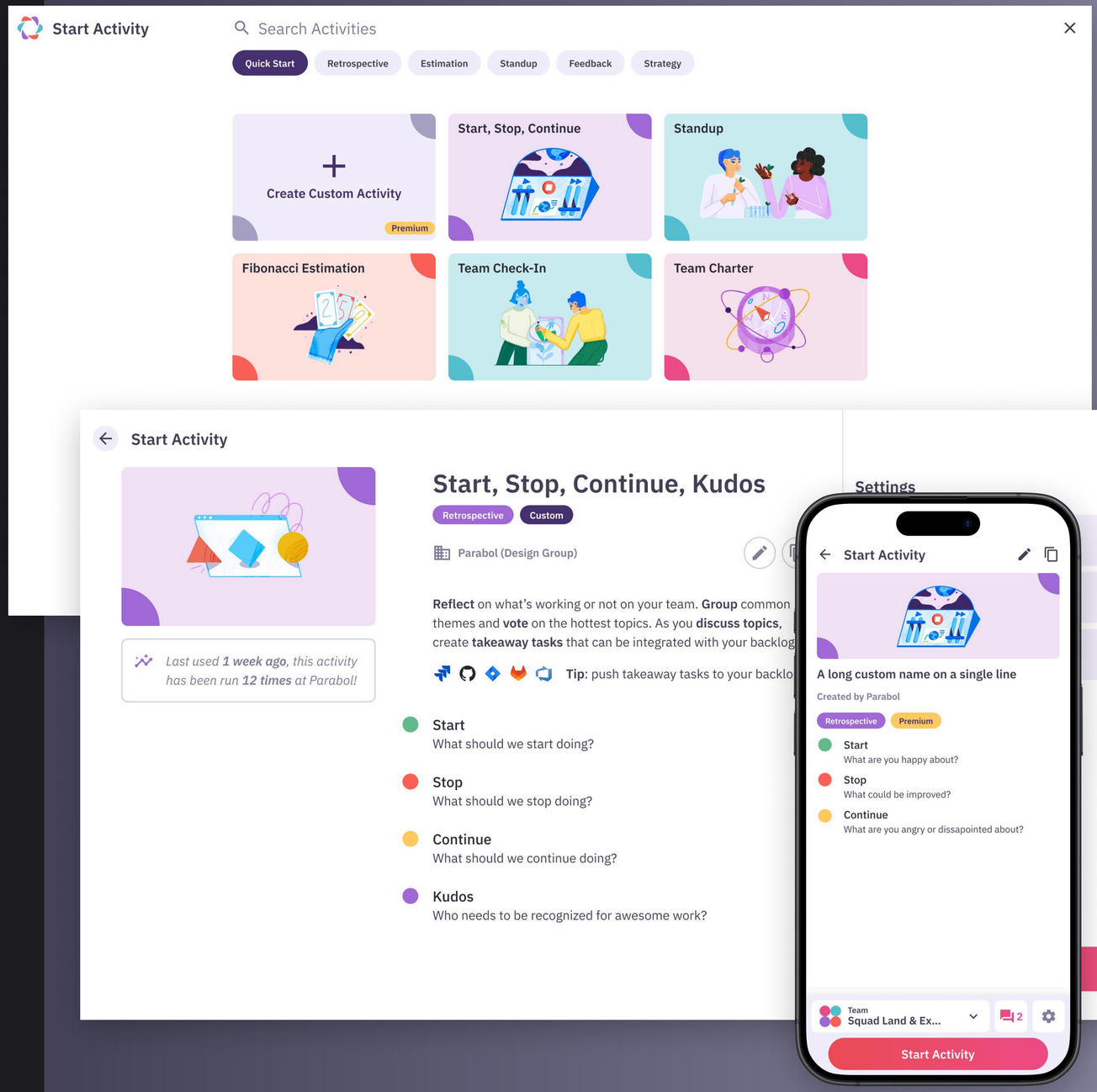
+41%

On Enterprise teams

Sprint Poker started

+46%

Multi-meeting teams correlated with greater conversion and retention



PROJECT HIGHLIGHT

Pages & Insights

I led UX for an AI-enabled knowledge management product, validating with a new Air Force customer, *expanding our value and market*.

ROLE

Lead Product Designer

SCOPE

- Partnered with product leadership to roadmap a new product beyond
- agile teaming, targeting a strategic customer opportunity.
- Scoped and designed the essentials with stakeholders, sales, and engineering so we could reach the customer quickly and invest our remaining capacity in differentiation.
- Designed and validated the AI layer that turns meeting data into a rich knowledge system based on user-first values for safety, trust, and control.

IMPACT

Higher security level

IL5

Our highest security level to data with the DoD

Expanded seats

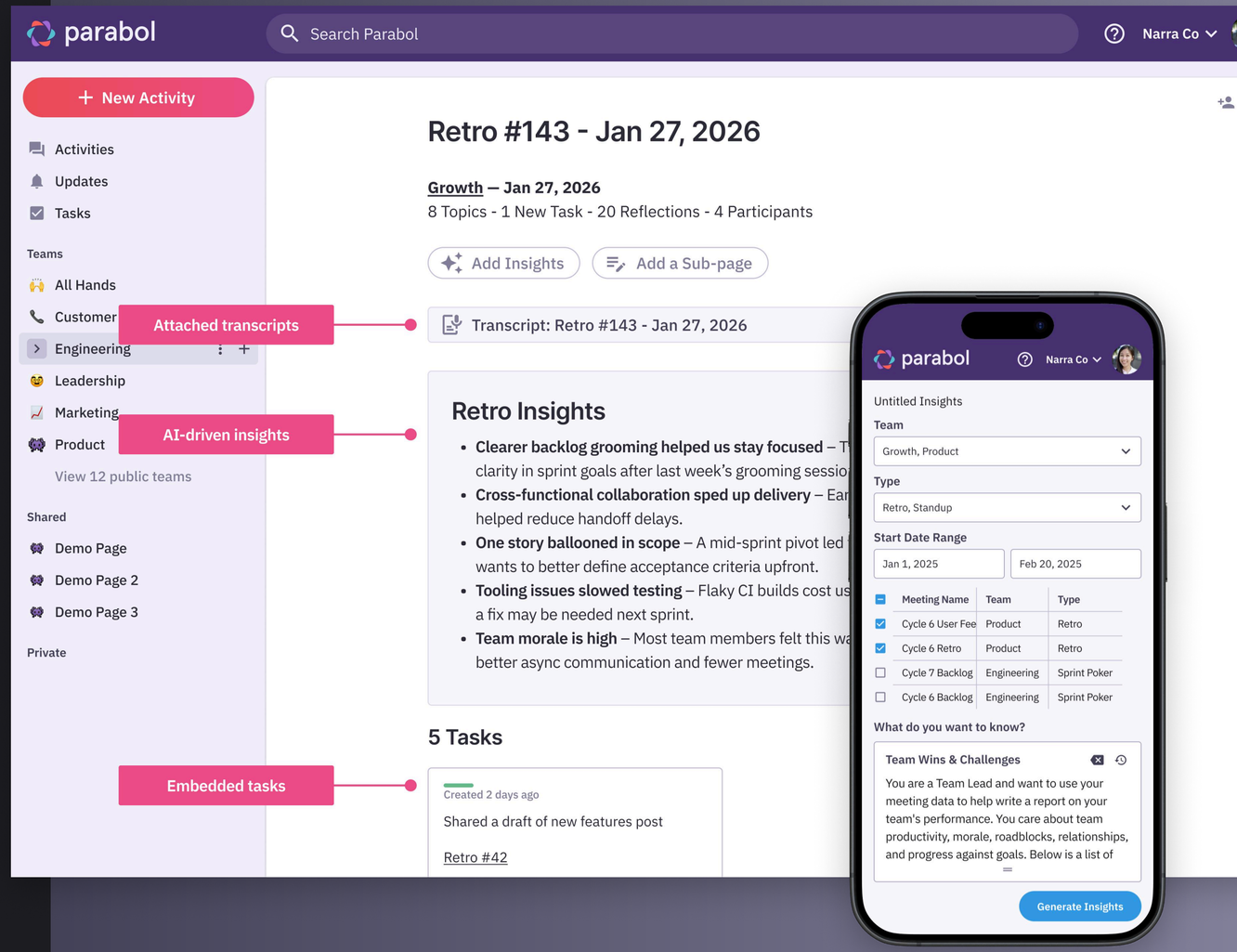
+74%

Increased beyond initial licenses within 4 months

Cloud usage

43k

AI-enriched meeting summaries for cloud customers in Q2 2026



CASE STUDY

Parabol Pages & Insights

Parabol had valuable meeting knowledge, but it was fragmented, incomplete, and hard to turn into action.

I helped create a new knowledge management product and AI layer that made it persistent, trustworthy, and useful beyond the meeting itself.

Duration

Q1 2024 – Q1 2026

Company

Parabol

Role

Lead Product Designer

STRATEGY

The CEO and I shaped a customer opportunity *into a strategic roadmap*.

Parabol's CEO, Jordan Husney, and I learned of growing demand for knowledge management from one of our public sector customers in the Air Force. They hated Confluence — it was clunky, unreliable, and at the time there was no real competitor built for a secure, air-gapped environment. We believed we could provide a genuine alternative to Confluence that would unlock both our strategy and our product platform.

Moving Beyond Agile

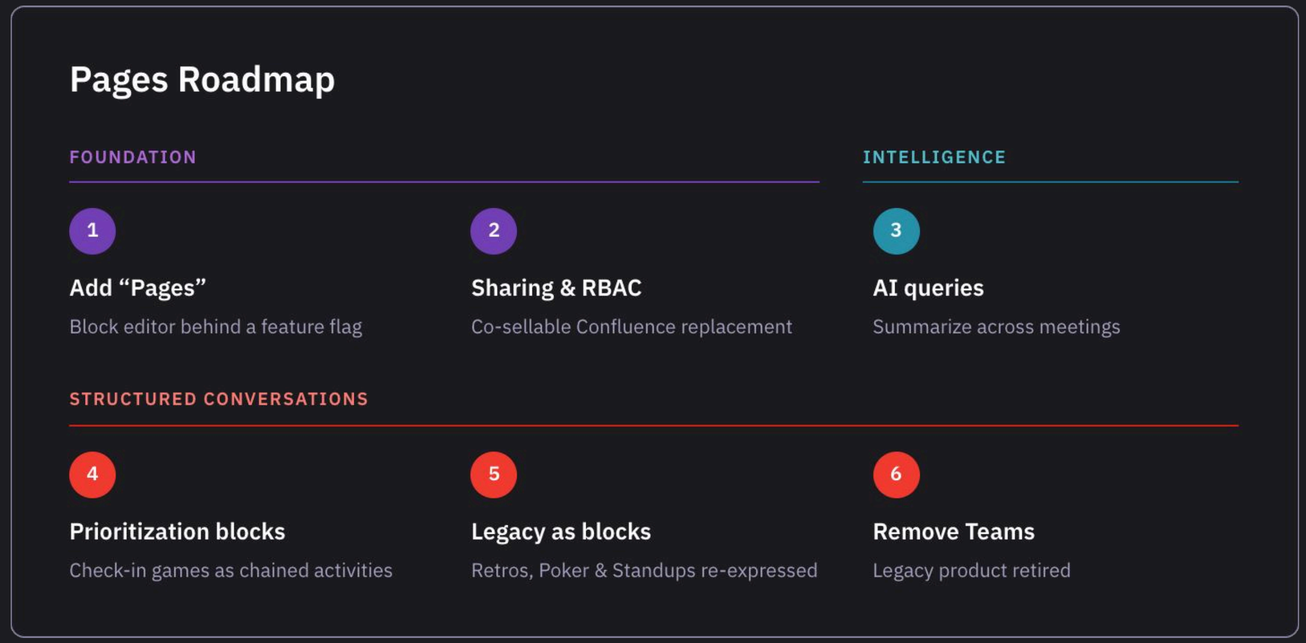
We must expand to new markets, and as we do, become a tool of creative expression, not fixed facilitation.

Turning Leaders Into Advocates

Our value and differentiation is often invisible to leaders who ultimately hold the budget.

Becoming Essential For The Entire Org

We must create value for leaders by solving a problem they recognize and need to solve.



MY ROLE

I designed *Parabol Pages* and the AI layer that made knowledge persistent, trustworthy, and useful *beyond the meeting itself*.

The company made the bet. My job was to turn this strategic direction into the actual product model, resolve the trust and data problems, and connect the two products into a coherent experience.

Key Contributions

- I partnered with sales and engineering to scope, design, and ship essential features in validated phases.
- I facilitated user feedback interviews and conducted in-depth usage data analysis.
- I defined the IA connecting meeting facilitation to knowledge management.
- I designed the end-to-end UX for the AI-driven meeting insights layer.
- I designed concepts, prototypes, and production UI, supporting engineers from discovery through implementation.

Three problems of our own making: AI insights lacked the right user and moment, most context was never captured, and what we captured got buried.

Trust Concerns with AI

In 2024, customers had varying requirements and concerns using AI-enabled features with sensitive meeting data.

Lost Meeting Knowledge

Customers told us their meetings ran smoothly, but most knowledge was lost to the air or a transcript.

Static and Disconnected

Meeting summaries captured a helpful recap of the meeting, but they weren’t searchable, editable, or connected to the work.

Scoping Safe AI Insights

How might AI insights feel safe, useful, and controllable?

Connecting the Full Meeting Context

How might we capture enough meeting context to produce reliable insights?

Closing the Loop on Meeting Knowledge

How might meeting knowledge become discoverable, reusable, and actionable?

UX CHALLENGE 1

Scoping Safe Insights

Safety and trust came first — Parabol was where teams talked honestly.

How might AI insights feel safe, useful, and controllable?

DECIDED

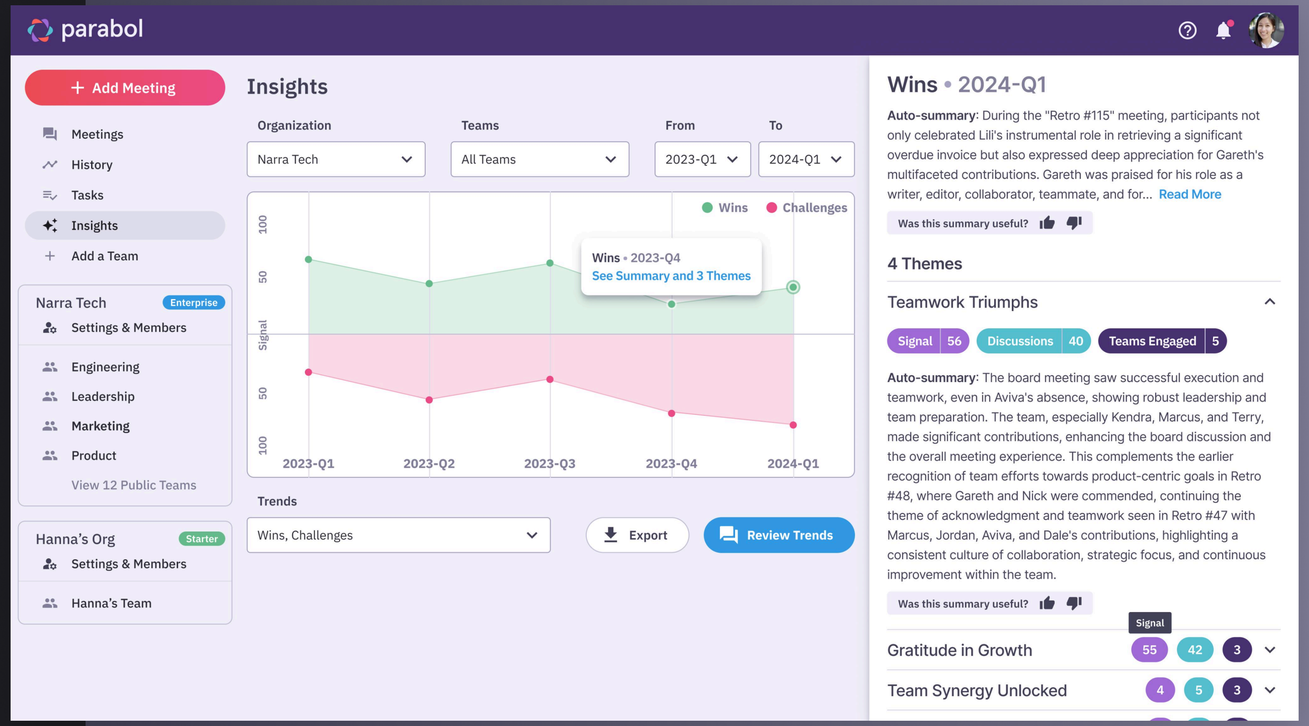
Strategy pointed us to value for leaders. I realized this direction targeted the wrong user and level of zoom while *risking trust with teams*.

- **The wrong user**: Leaders weren't in the product. We were inventing a use case nobody was asking for.
- **The wrong level of zoom**: Leaders need macro trends across the whole org, not just product and engineering teams.
- **Risking earned trust**: Teams trusted us as a safe space for hard conversations. Reports that bypassed team leads risked trust.

Users said it plainly: No Big Brother!

Organizational insights could be really useful if it doesn't "feel like big brother is looking over our shoulder."
Libby · Enterprise customer

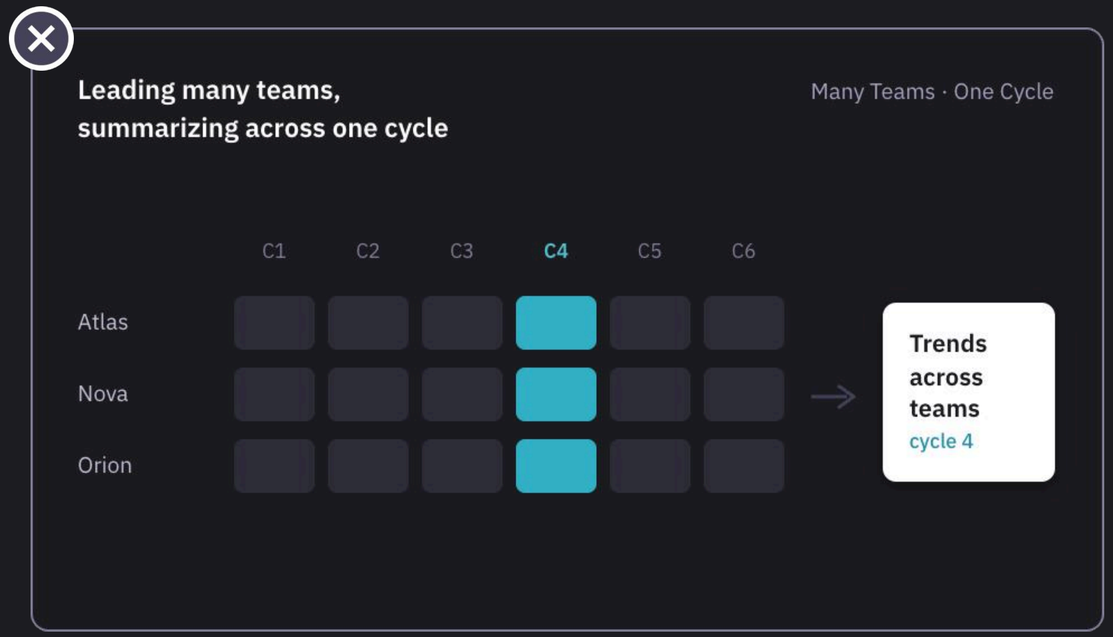
"We...treated retros as a safe space for us to talk about issues...without management interference."
Tina · Scrum master



DECIDED

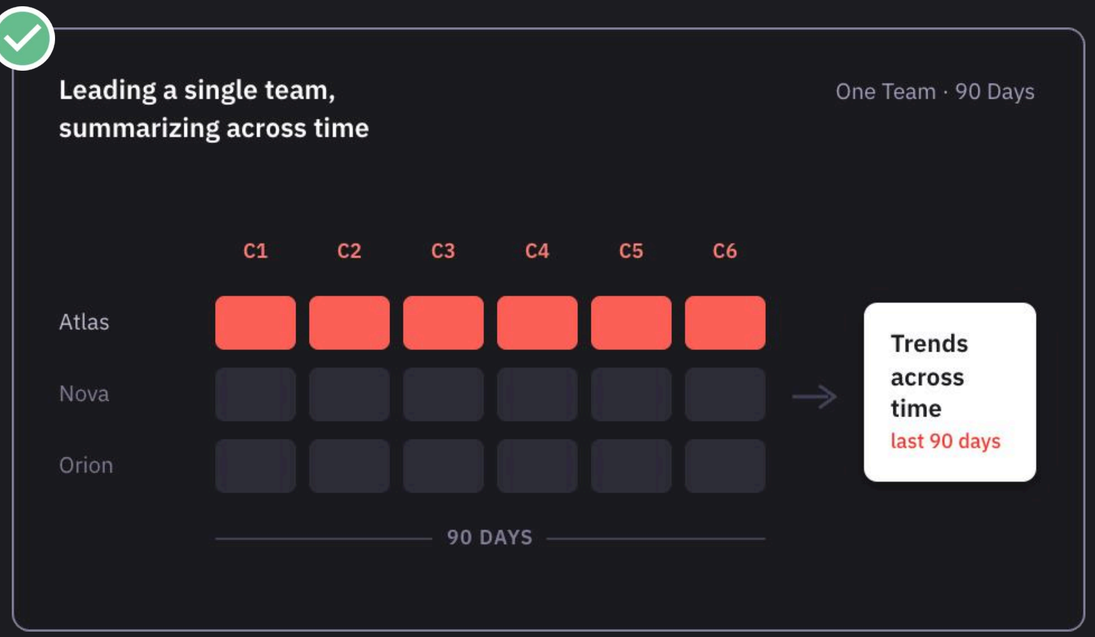
I reframed AI insights for the team leads *already in the product.*

Most of the team leaders I spoke with managed a single team.
I chose this use case to target a larger beta cohort for faster validation.



Leading many teams, trends across teams

Summarize trends across teams each work cycle.



Leading a single team, trends across time

Summarize trends across 90 days for a single team.

VALIDATED

I iterated on the report with engineering before designing UX — *but our efforts to validate quickly exposed the need for user trust!*

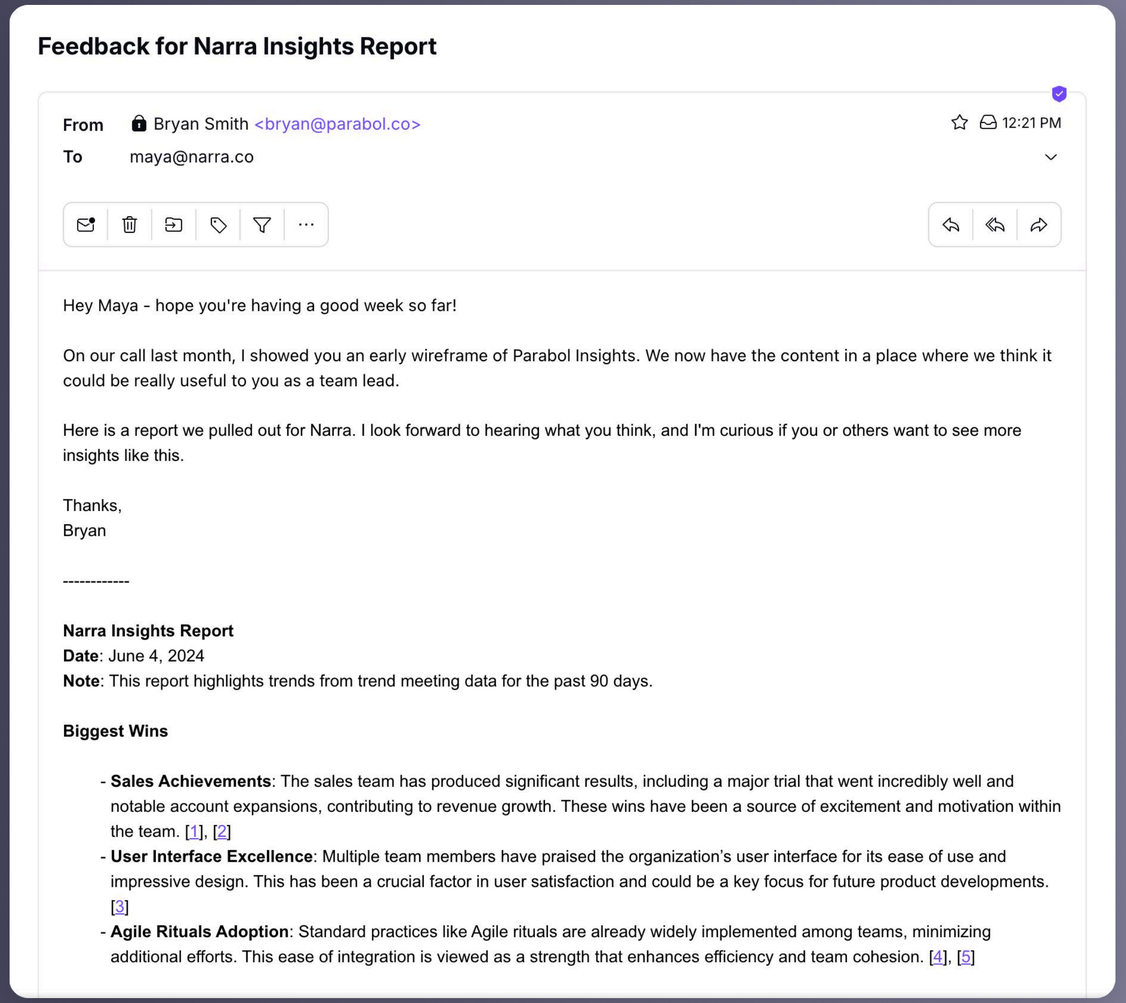
We validated the report cheaply before building.

As a team we iterated on report criteria with internal and external feedback:

- **Balanced**: Wins and challenges, not a list of what's going wrong.
- **Level of zoom**: Keep it at the team level, never calling out individuals.
- **Timeframe**: Long enough for real trends, short enough to stay relevant.

We generated reports for team leads, exposing the primary need around AI — user trust!

With a validated report in hand, we optimized for speed: we generated reports ourselves and sent them directly to a cohort of team leads for feedback. This backfired — alarms were raised, and one customer churned over AI touching their meeting data. This was 2024. Trust in AI varied widely.



Feedback for Narra Insights Report

From Bryan Smith <bryan@parabol.co> 12:21 PM
To maya@narra.co

Hey Maya - hope you're having a good week so far!

On our call last month, I showed you an early wireframe of Parabol Insights. We now have the content in a place where we think it could be really useful to you as a team lead.

Here is a report we pulled out for Narra. I look forward to hearing what you think, and I'm curious if you or others want to see more insights like this.

Thanks,
Bryan

Narra Insights Report
Date: June 4, 2024
Note: This report highlights trends from trend meeting data for the past 90 days.

Biggest Wins

- **Sales Achievements**: The sales team has produced significant results, including a major trial that went incredibly well and notable account expansions, contributing to revenue growth. These wins have been a source of excitement and motivation within the team. [1], [2]
- **User Interface Excellence**: Multiple team members have praised the organization's user interface for its ease of use and impressive design. This has been a crucial factor in user satisfaction and could be a key focus for future product developments. [3]
- **Agile Rituals Adoption**: Standard practices like Agile rituals are already widely implemented among teams, minimizing additional efforts. This ease of integration is viewed as a strength that enhances efficiency and team cohesion. [4], [5]

DESIGNED & VALIDATED

I pushed us to an opt-in beta, *designed around three trust constraints.*

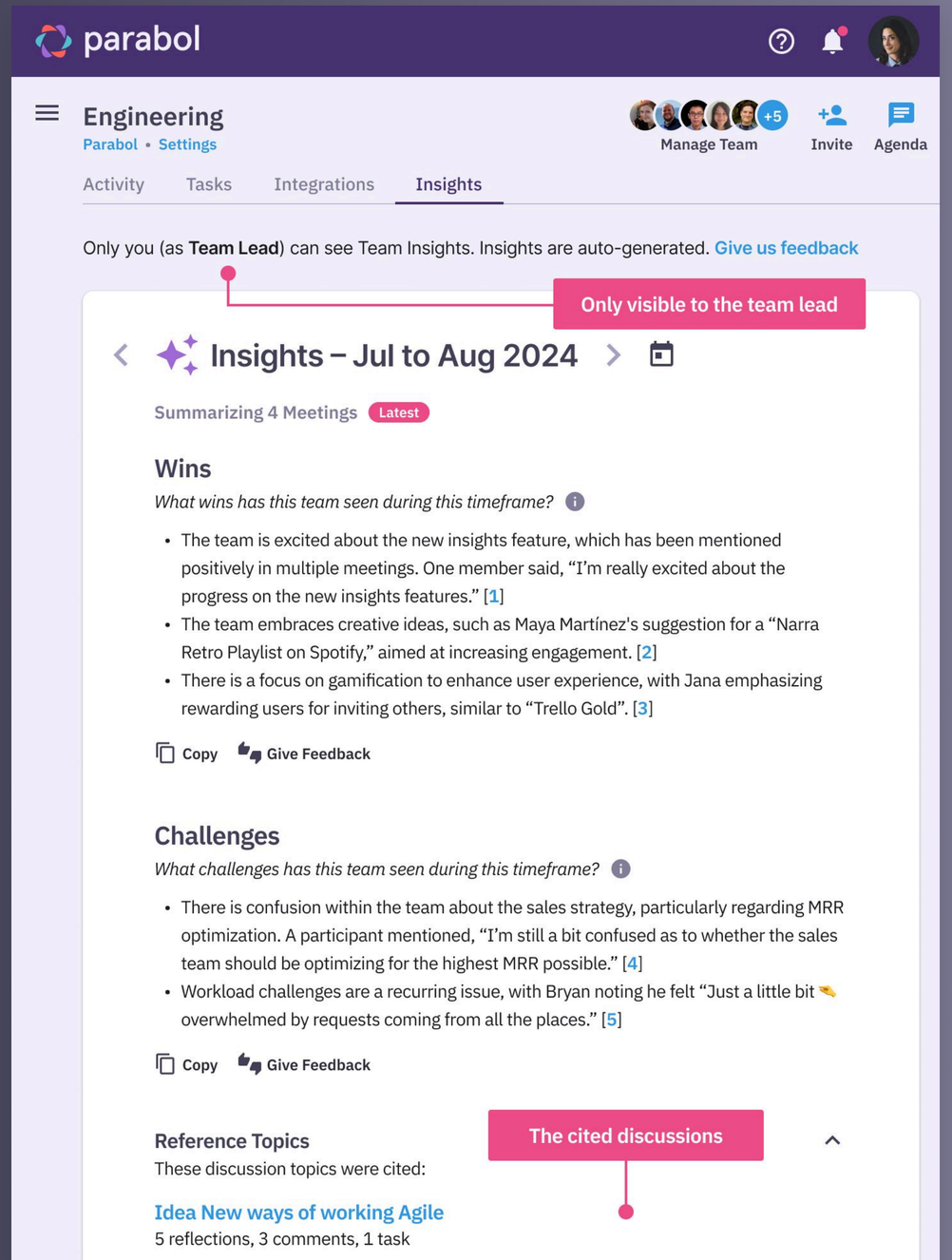
I wanted to provide team leads beta access that felt safe, in product.

I avoided over-designing the IA at this point. I focused on a simple *Insights* report tab with actions for giving feedback. If this report was valuable we could solve for IA later.

We invited team leads to the beta by email, sharing a sample report instead of generating one from their data.

The beta taught us that trust itself is a product model.

- **Access**: Only team leads who opted in had access to the report.
- **Evidenced**: We link claims back to the meeting discussions.
- **Honesty**: When the data is thin, the report says so instead of generating.



DESIGNED & SHIPPED

I designed a scoped *Insights* block — between a static report and open chat — using *the validated user trust model*.

I rejected open chat — the context was too narrow.

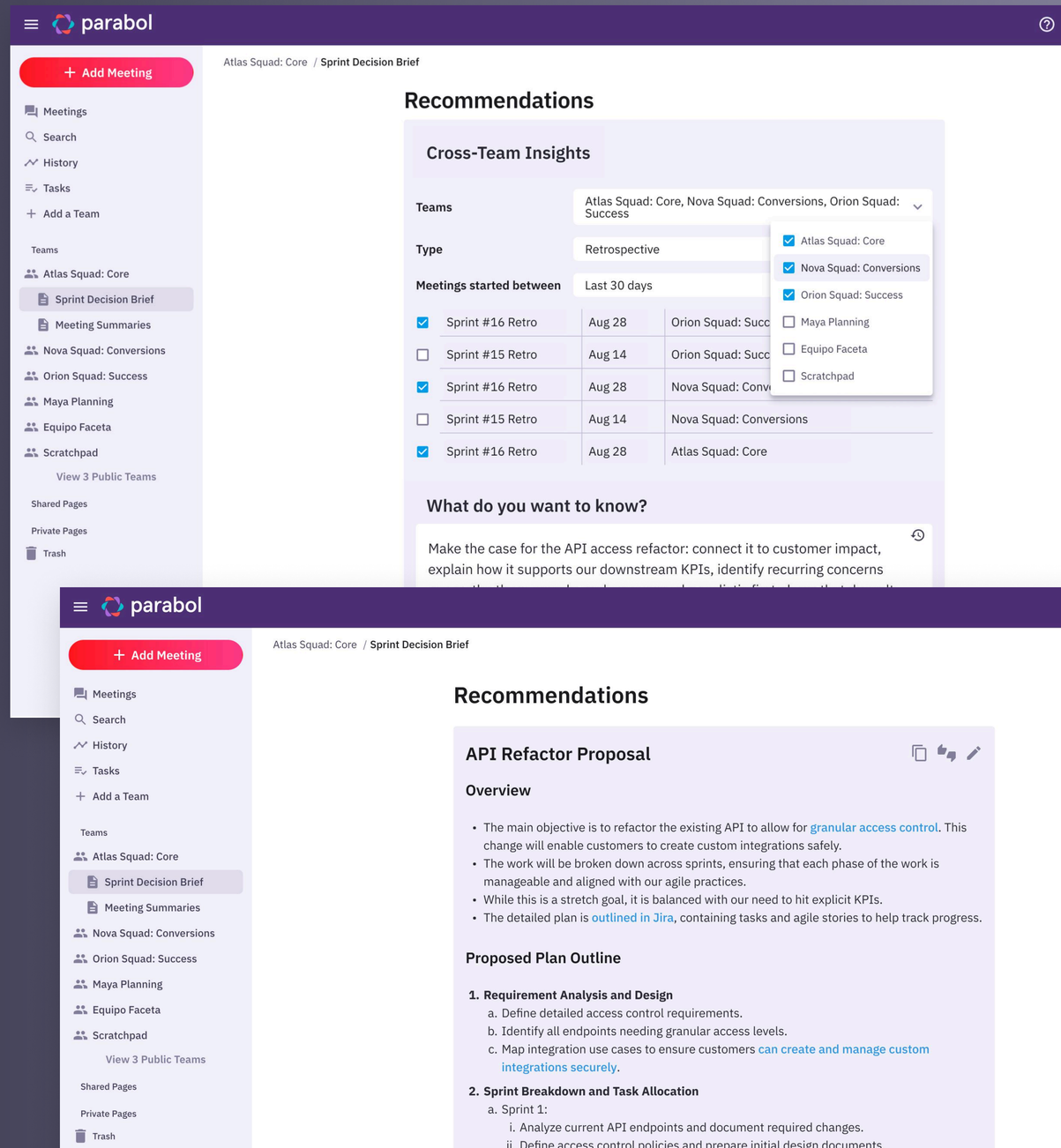
A chat interface for asking questions of meeting data was tempting, but the context was too small and I didn't want the LLM to hallucinate discussions that never happened.

Editable meeting insights, embedded in pages

The scoped Insights block has a natural home embedded in a page. Users configure the timeframe, teams, meetings, and prompt to generate an editable report. Meeting summaries generate *Insights* automatically.

The trust model shaped the way forward.

- **Safe by scope**: Users can only run insights on data they have access to.
- **Trustworthy by evidence**: Whenever possible, we cite and link directly to the sources.
- **Valuable by control**: Users shape the scope and the prompt to build their own workflows.



UX CHALLENGE 2

Connecting the Context

For many teams, meeting knowledge was lost to the air or buried in a transcript.

How might we capture enough meeting context to produce reliable insights?

RESEARCHED

I dug into usage data and feedback to *understand why teams got thin reports.*

Most meeting context was spoken

We learned from the beta that the AI wasn't the problem. The system was reasoning over an incomplete picture of the meeting. Most of the context was spoken: lost to the air, or buried in a videoconferencing transcript archive.

Data revealed how little teams wrote

I dug into usage with a data engineer and confirmed the lack of writing: minimal reflection card content, empty discussion threads, and few task cards. I spoke with users who confirmed that they wrote little and transcripts went unused.

~56
Characters per retro card

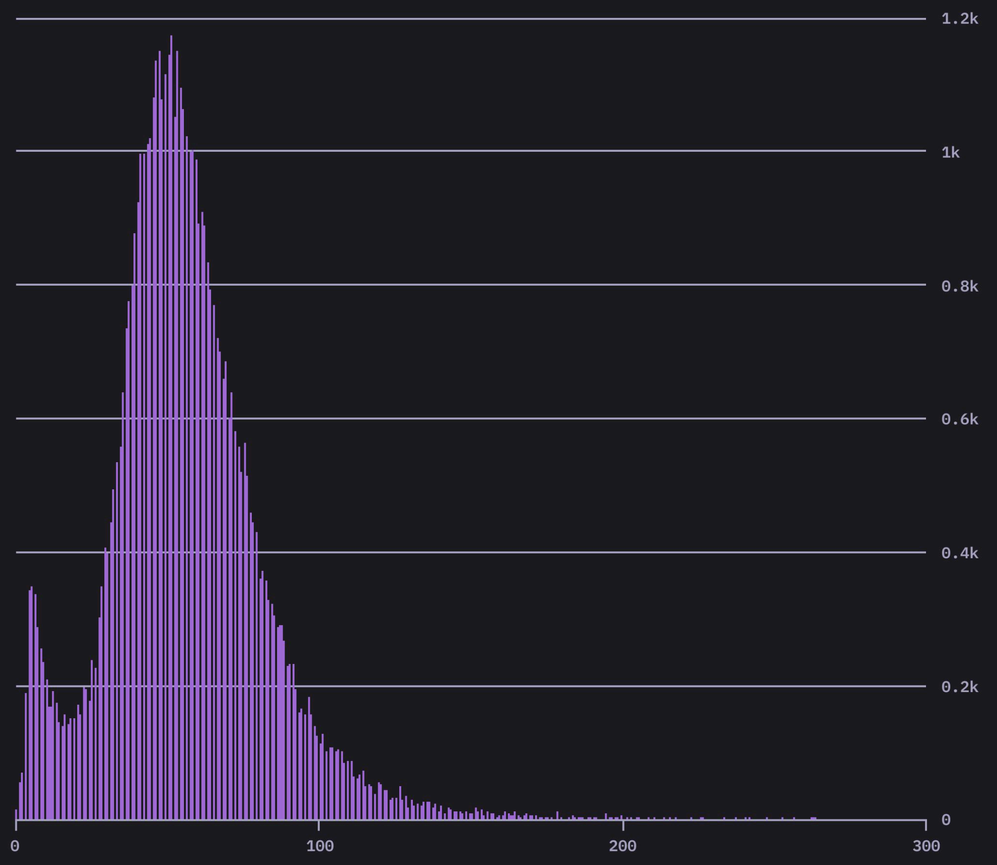
~20%
Topics yield tasks or comments

...an integration with Google Meet/Teams/Zoom for transcription would...give them much richer AI output.

Feedback notes, Enterprise customer

Team count by average reflection length

- Average retro card is ~56 characters



DECIDED

I chose a low-friction transcription integration for teams that *just wanted to talk.*

We didn’t want to build a transcription service.

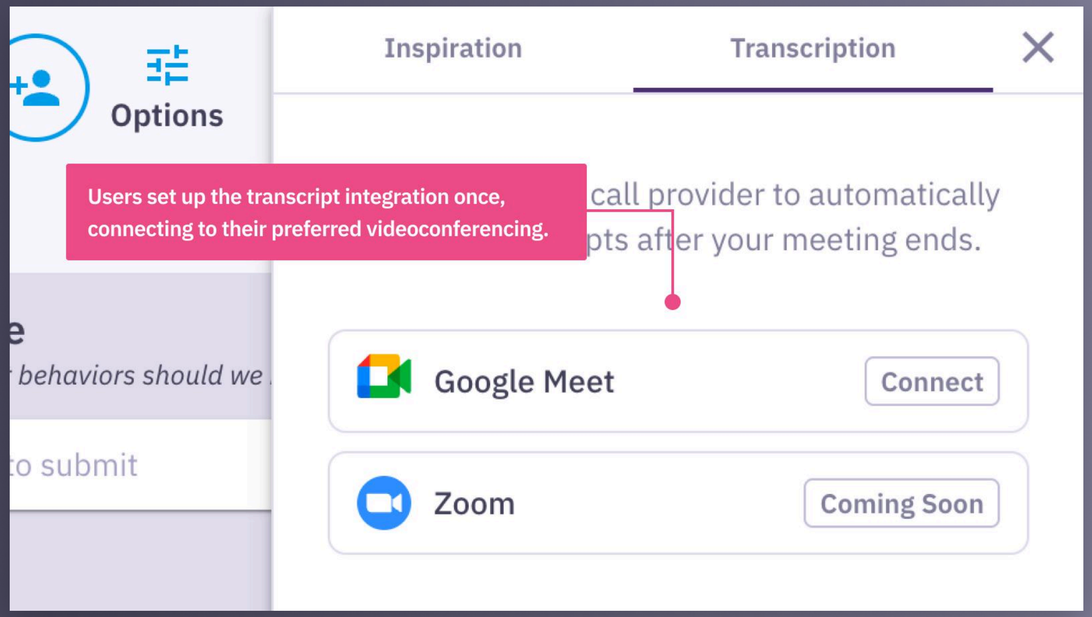
We needed transcripts, but as a small team we didn’t want to build transcription, something videoconferencing already solved.

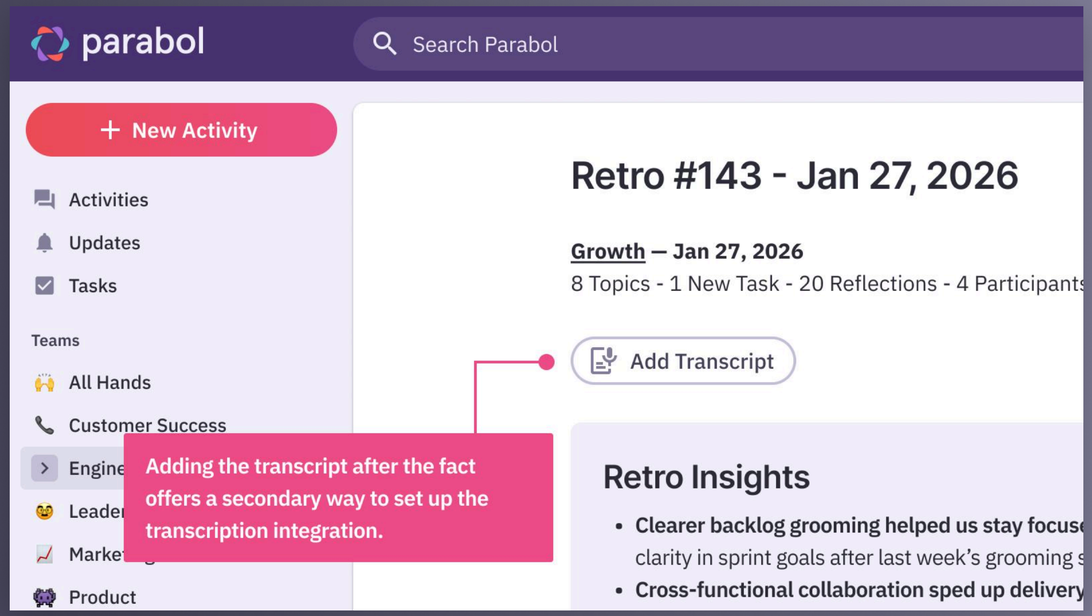
I explored two job stories: a facilitator sets up a transcription integration once for all their meetings, or users attach transcripts after the fact — something explicitly requested.

I didn’t want to rely on user behaviors.

Reliable ***Insights*** couldn’t depend on someone remembering to attach a transcript after every meeting. I chose the automatic transcript integration as the primary path.

This required upfront work to build the integration, but far less than building a transcription service. We shipped Google Meet first.





EXPLORED

I designed transcripts into the meeting's knowledge model — *connected, not archived.*

Transcripts forgotten in an archive

I knew that a transcript alone would repeat the same fragmentation problem. Users themselves confirmed how transcripts end up in an archive.

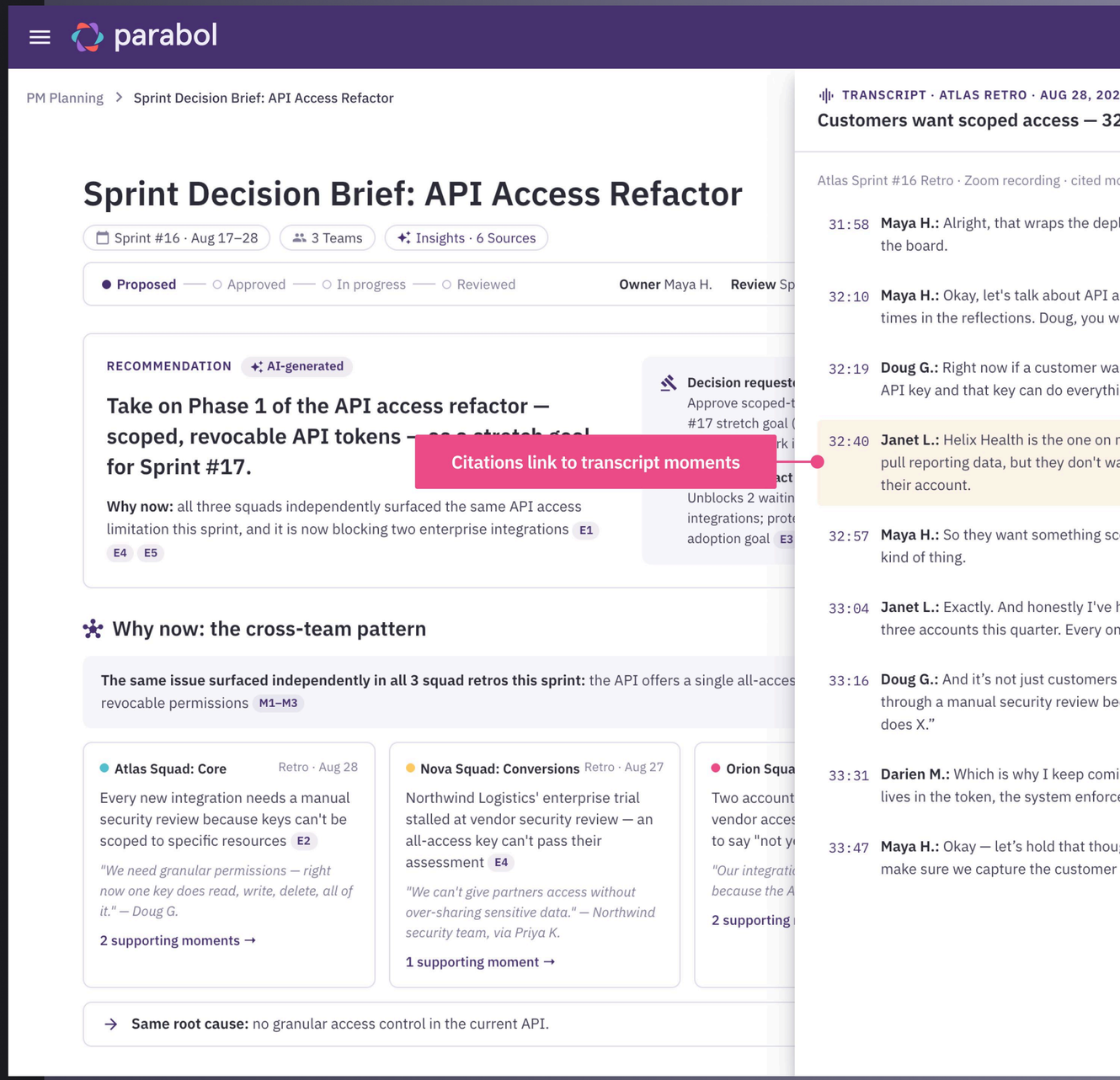
*They use Zoom's transcription feature, but it just spits out **this giant wall of text that no one reads**. It's not actionable. They come up with "**a lot of cool ideas**" that get lost.*

Feedback Call Notes · Enterprise Customer · Dec 2025

Folding transcripts into the *Insights* context

I designed transcripts to become part of the meeting's knowledge model.

Each meeting summary includes its transcript, folded into that summary's ***Insights*** context. Transcripts became fodder for intelligence — not an archive.



UX CHALLENGE 3

Closing the Loop

Meeting summaries captured a helpful recap of the meeting, but they weren’t searchable, editable, or connected to the work.

How might meeting knowledge become discoverable, reusable, and actionable?

DECIDED

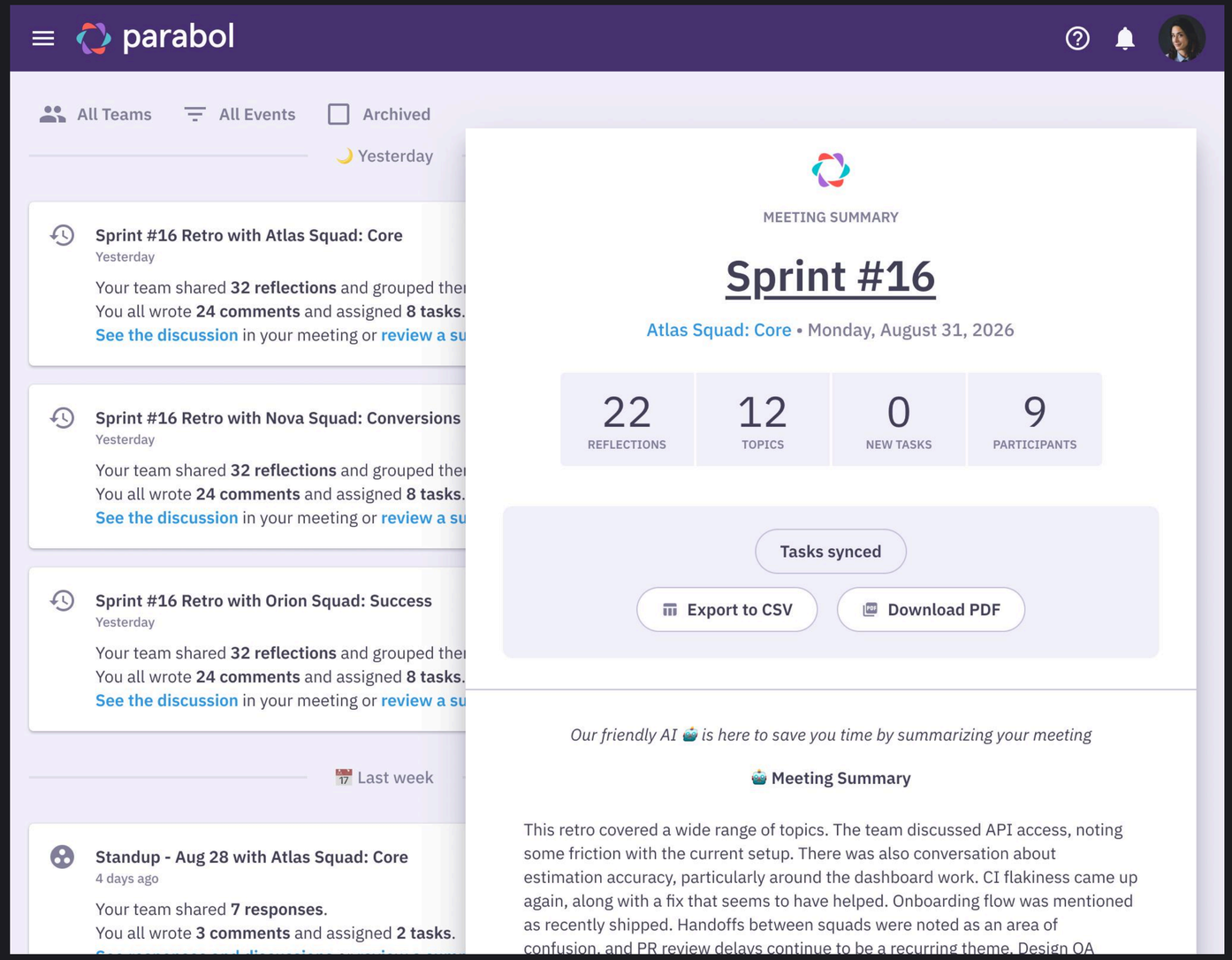
I separated meeting facilitation from knowledge management, connecting them through *a new product layer*.

Not searchable, editable, or connected

Team leads valued the end-of-meeting summary, but it quickly got buried in the timeline or an email inbox, one meeting at a time. It wasn't searchable, editable, or connectable. Team leads opened multiple meeting artifacts by hand each sprint to compile one recap.

Meeting data becomes persistent and usable

Meetings stayed focused on facilitation. Pages became the home for knowledge. The connection between them — meeting content flowing into editable, linkable pages — is what turned two products into one platform.



I scoped the essentials with sales and engineering so we could reach the customer quickly, *investing our remaining capacity in differentiation.*

Pages enable meeting knowledge

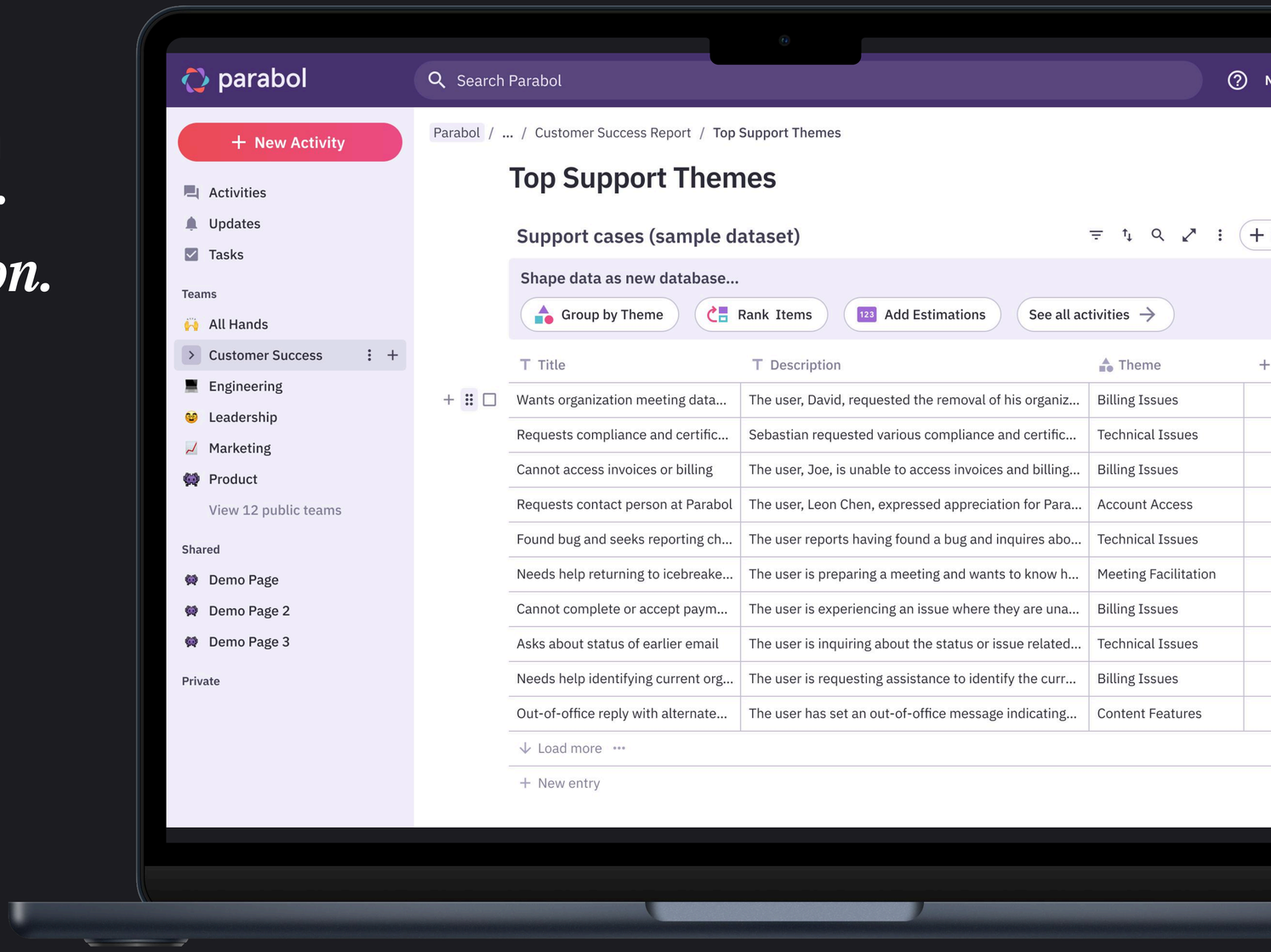
We shipped the essential block components, saving efforts for insights, summaries, and tasks.

Databases support activation

We designed databases to support structured templates and multiplayer activities.

IA connects meetings to the work

Teams decide, plan, and build together across meetings, organized knowledge, and integrations.



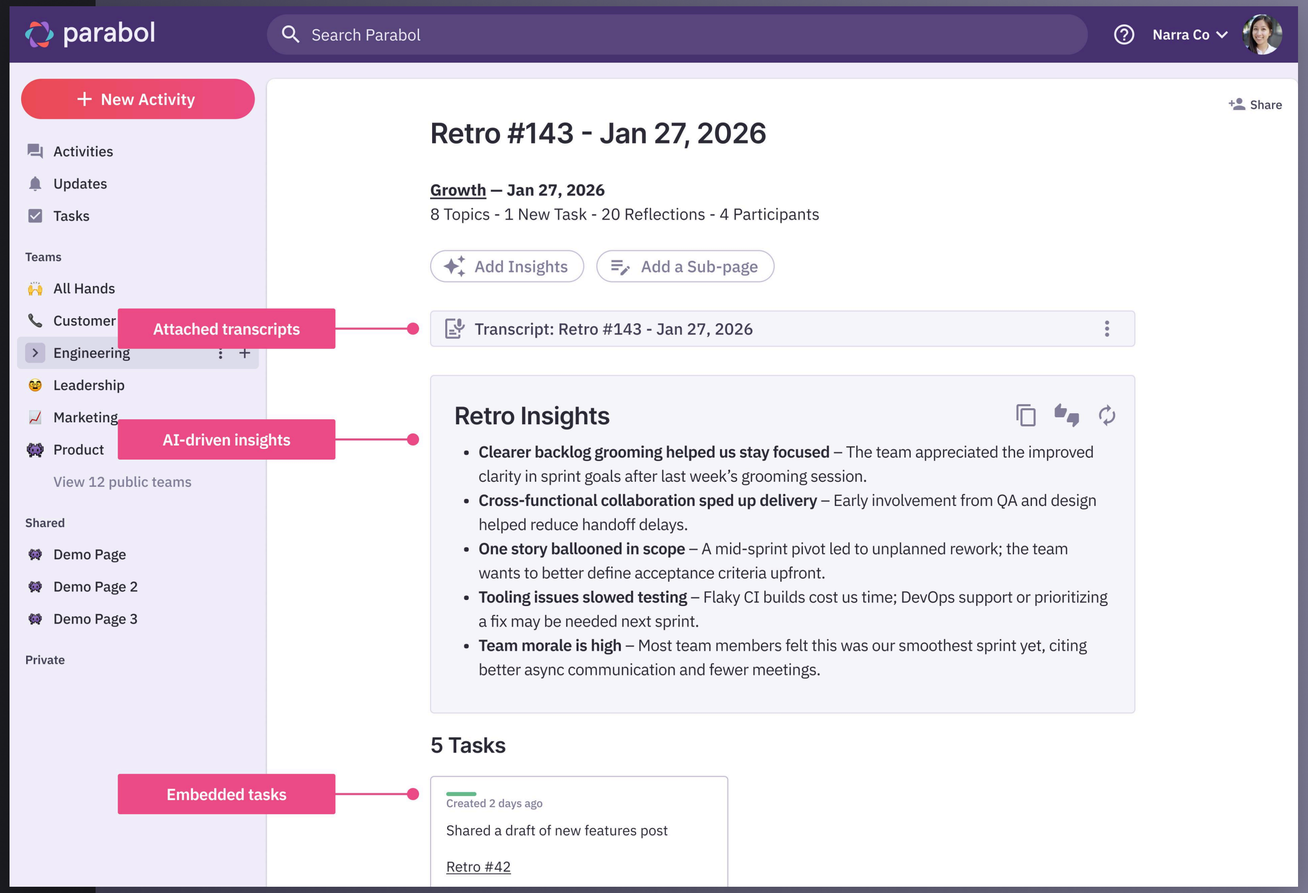
I redesigned the meeting summary — where teams already landed — *as an editable Page with Insights*.

Product placement did the teaching, no tutorial required.

My guiding principle was “Super Mario 1-1” — where you learn the game by playing the first level. Users already landed on the summary after every meeting. The existing journey became how they’d discover *Pages* and *Insights*, instead of through a feature tour.

I redesigned the summary as an editable page with tasks, transcript context, and *Insights*.

Every summary has a generated *Insights* block at the top, a task block for tracking commitments, a data table that exports to CSV, and the transcript as a sub-page. Users can learn how to use Insights firsthand by editing the prompt, changing the timeframe, or expanding the scope.



I used the shipped foundation to explore a broader vision, imagining *a traceable decision loop*.

Connecting the full team context

Expanded sources give the system context, connecting teams to the decisions, the work, and the needs of customers.

Defining a decision framework

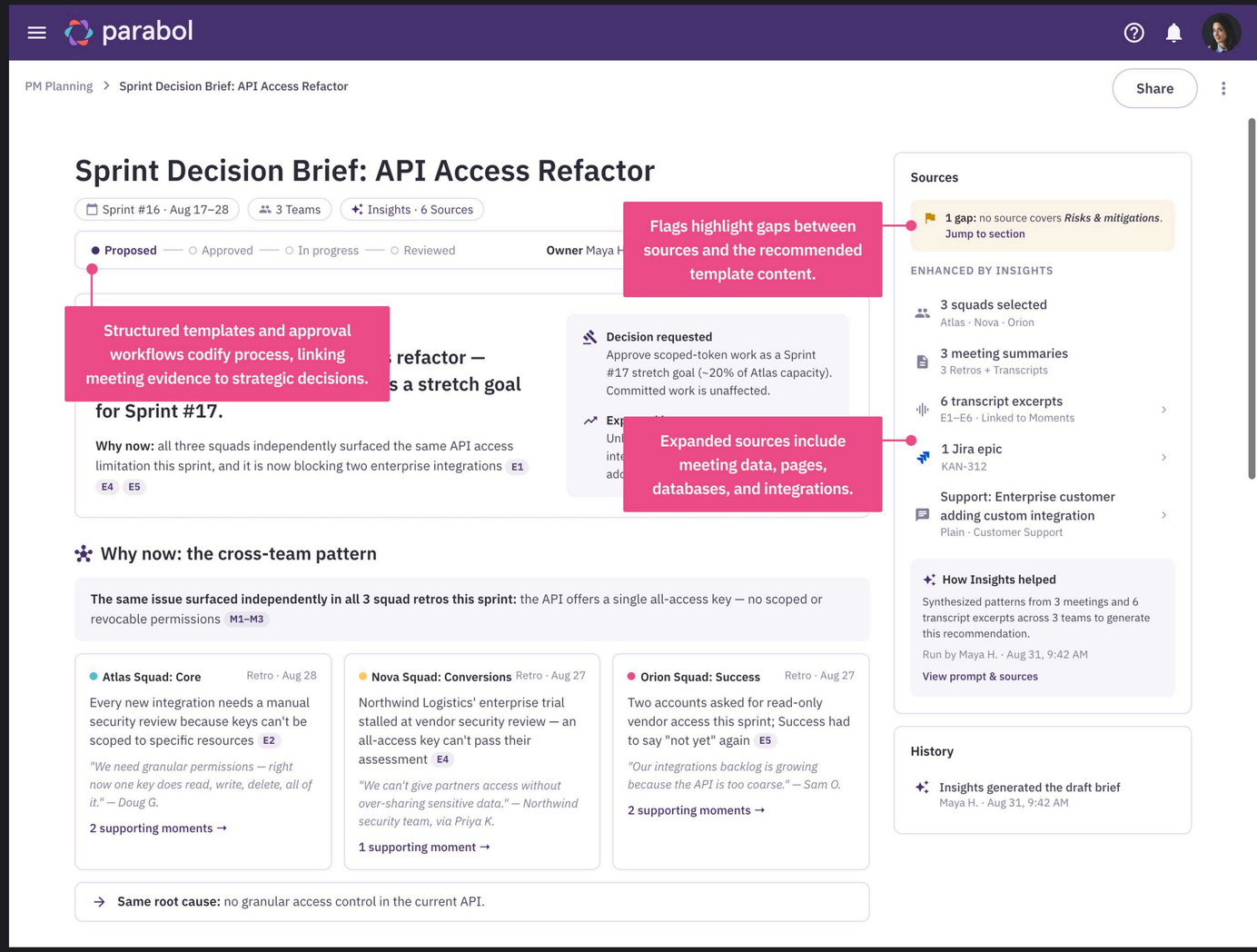
Templates define what a good decision requires: the recommendation, the evidence, the risks, expected outcomes, and next steps.

Flagging gaps in the evidence

Citations make the reasoning verifiable. Templates allow AI to identify the gaps in evidence from the context sources.

Enabling approval workflows

Approvals connect decisions from meetings to execution and future evaluation, allowing a traceable feedback loop.



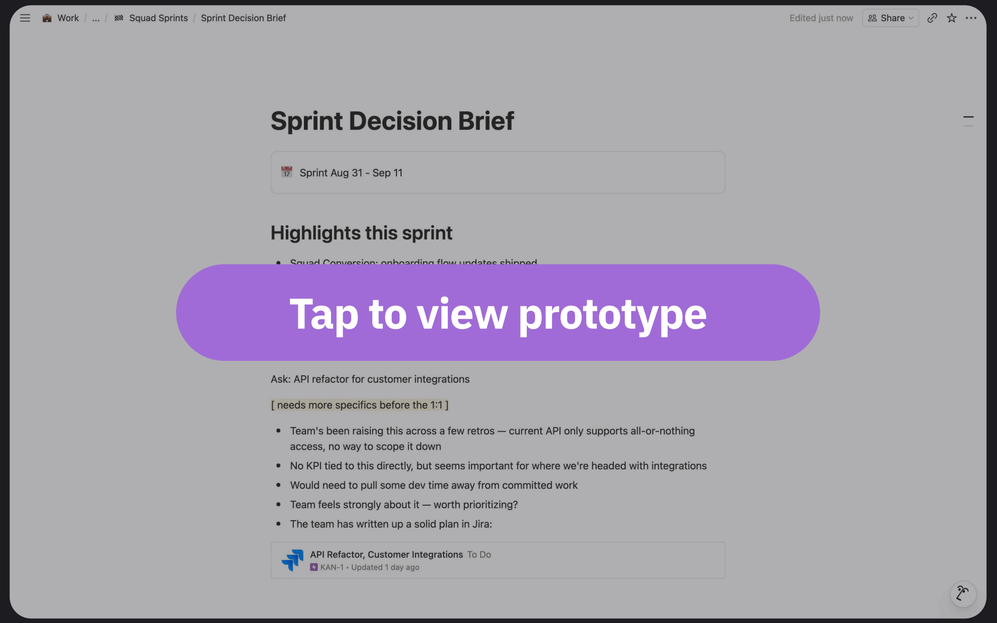
OUTCOMES

Product Transformation & Outcomes

Shipping and planning capabilities based on lessons learned.

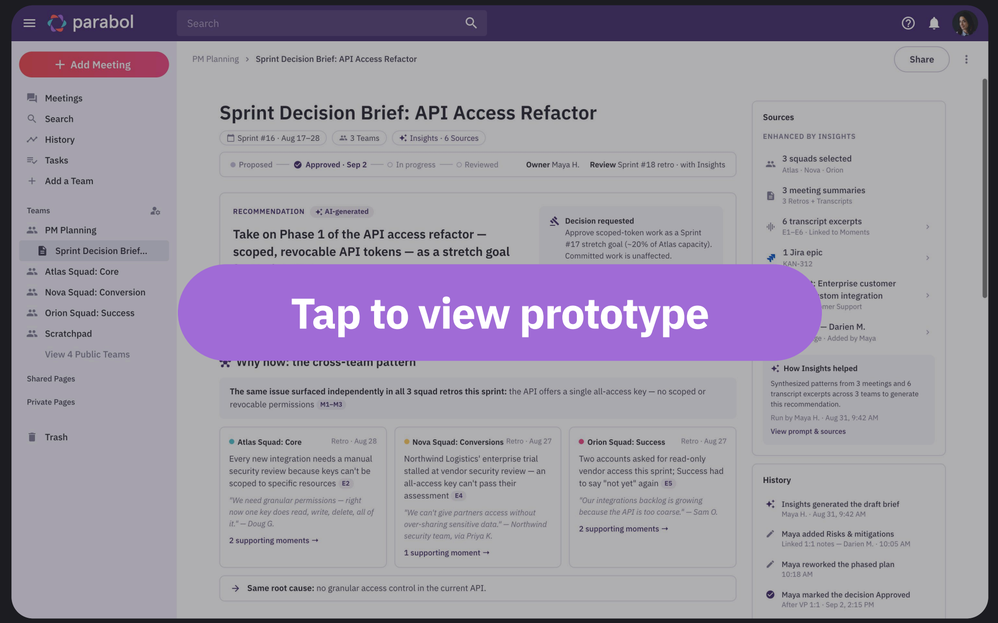
PRODUCT TRANSFORMATION

Turning cross-team meeting knowledge into *an evidence-backed product decision.*



Unsearchable, uneditable, disconnected

Maya makes a thin sprint proposal, spending more time reconstructing the thread than shaping the evidence into a clear recommendation.



Persistent, searchable, actionable

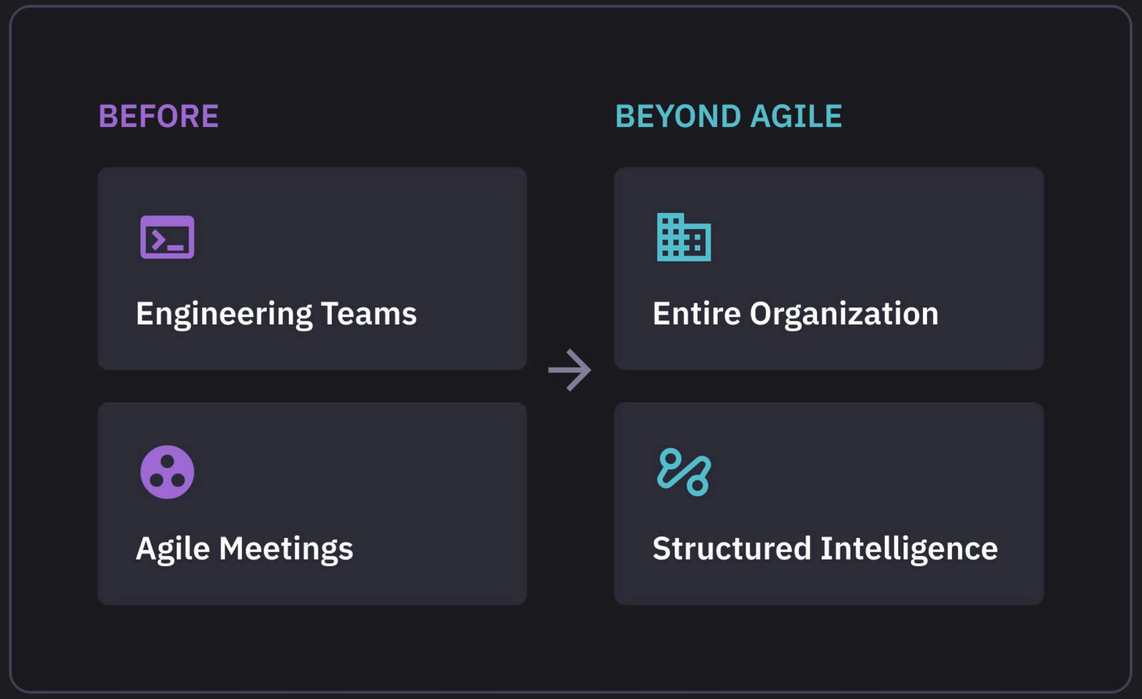
Maya starts with a decision framework, connects the evidence, and adds judgement influencing an approved product decision.

Note: This prototype demonstrates the future roadmap concepts.

OUTCOMES

Pages opened a second product offering and *a new public-sector entry point.*

We now had a genuine Confluence alternative for secure, air-gapped environments — a market entry point beyond agile, and an expansion path for existing accounts.



OUTCOMES

“So much easier than Confluence!” — shipped at Platform One and AFRL, our highest security level to date.

Public Sector

- Deployed at Platform One (IL2, IL4) and Air Force Research Lab (AFRL) (IL5, our highest security level)
- AFRL starting with 300 licenses, expanding to 500+ within 4 months

Private Cloud

- We generated ~43k enriched, searchable meeting summaries in the first full quarter.



OUTCOMES

Pages created the foundation for Parabol to expand from a meeting tool *to an organizational intelligence platform.*

AI *Insights* are opt-in, controllable, and backed by evidence.

Insights created a way to reason across meeting knowledge.

The meeting context is fully connected.

Transcripts provide the context backing knowledge and decisions.

Knowledge is searchable, editable, and actionable.

Pages created a persistent layer for structured knowledge and workflows.

Reach out for a full case study presentation → *hello@terryacker.com*

Fin