

Terry Acker • Senior Product Designer • Portfolio

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

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PROFESSIONAL EXPERIENCE

Parabol, Remote • Lead Product Designer • 08/2015–03/2026

Led UX design hands-on for productivity products serving cloud and public sector enterprise customers. Worked with cross-functional product-led growth teams to optimize funnel metrics and expand accounts. Hired and mentored the design team.

Pages & Insights: Designed an AI-enabled knowledge management product

- Partnered with product leadership to roadmap a second product targeting the public sector. Features included collaborative pages with role-based access, databases, and AI-driven meeting reports.
- Designed our differentiating AI workflow turning meeting data into an enriched knowledge base, while defining and validating its trust model (cited evidence, data sufficiency thresholds, scoped access).
- Unlocked an Air Force customer at security level IL5, growing seats +74% in the first four months. For cloud customers, 43K meetings became searchable, AI-enriched pages in a quarter.

Activity Library: Redesigned activation and onboarding for agile meeting tools

- Redesigned Parabol's core activation experience to help users discover and adopt meeting types beyond Retros, informed by retention and usage patterns across multi-activity teams.
- Prototyped and validated the new experience, then teamed 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) and Sprint Poker starts +46%.

Enterprise Admin: Designed enterprise onboarding, administration, and reporting

- Partnered with growth and sales to identify the admin capabilities needed to onboard, support, and expand enterprise accounts.
- Designed the IA and end-to-end UX for user provisioning (SSO/SAML, SCIM), integrations, account settings, and organizational reporting.
- Accounts with admin onboarding correlated with stronger long-term retention and expansion.

Sprint Poker: Designed Parabol's second-most-popular agile meeting tool

- Led UX to expand our core offering beyond a retro tool into an essential agile meeting platform connected to backlog management.
- Designed, prototyped, and validated the end-to-end UX with users, including the playing card animations and the most-used integration workflow connecting teams to their backlogs.
- Sprint Poker users showed 77% higher usage frequency than all users. Multi-meeting usage correlated with greater retention (2x over 90 days, 3x over 180 days). Backlog integration showed increased conversion (2.5x on the monthly plan).

Retros: Designed Parabol's core retrospective product from zero to one

- Partnered with the co-founding team to validate product-market fit, establishing a baseline for funnel metrics and freemium model conversions.
- Designed and prototyped the multiplayer meeting UX and IA, including a product demo to measure and boost account activation. Built the component and pattern libraries in an open-source codebase.
- Drove strong month-over-month growth, earning a seat in Techstars Anywhere and unlocking funding (investors include Slack, CRV, Haystack, and M12).

Quirky, Remote • Lead UX Engineer • 04/2014–07/2015

Led frontend architecture for a crowdsourced product innovation platform serving a community of 1M+ users. Owned the UI design system and codebase. Mentored developers and designers.

BoomTown Real Estate Platform, Remote • UX Engineer • 11/2011–03/2014

Engineered frontend architecture for an Inc. 500 white-label real estate lead-generation and CRM platform serving 700+ companies nationwide. Led development of responsive mobile web applications.

Children's Health, Dallas, TX • Lead Web Developer • 08/2007–10/2011

Led web marketing initiatives for a top-tier pediatric hospital system under strict HIPAA requirements. Managed digital advertising and web service integrations while designing and developing an award-winning marketing website.

EDUCATION

BAAS, Graphic Design & Spanish • Stephen F. Austin State University • 2002–2004

AAS, Advertising/Graphic Design • Kilgore College • 2000–2002

SKILLS

Product Design: End-to-End UX/UI Design · Product Strategy · Discovery · Information Architecture · Interaction Design · Zero-to-One · Activation, Growth & Retention · Onboarding · B2B SaaS · Visual Design

AI: AI-Assisted Prototyping · Claude Code · Claude Design · Figma Make · LLM Prototyping · AI Product Design · AI Trust Patterns · Agentic Workflows · AI Insights & Summarization · Human-in-the-Loop

Enterprise: Org Management · Roles & Permissions · User Provisioning · SSO/SAML · SCIM · Integrations · Dashboards & Reporting · Knowledge Management · Collaboration & Productivity Tools · Public Sector

Research & Data: User Research · User Interviews · Usability Testing · Concept Validation · Qualitative & Quantitative Research · A/B Testing · Funnel Analysis · Experimentation · Research Synthesis

Prototyping & Systems: Figma · FigJam · Wireframing · Hi-Fi Prototyping · Coded Prototypes · Design Systems · Design Tokens · Component Libraries · Accessibility · Responsive Design

Engineering: React · TypeScript · HTML/CSS · GraphQL · Open-Source Development · Git/GitHub

Leadership & Process: Mentoring · Design Critique · Skills Matrix & Leveling · Cross-Functional Squads · Agile · Roadmapping · Remote Collaboration · Workshops & Design Sprints · Product-Led Growth (PLG)