

# Aaron Uyehara

DESIGN LEADER · SENIOR STAFF PRODUCT DESIGNER

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Design leader and hands-on product designer with 15+ years across enterprise SaaS and founder-stage 0→1. Today I lead design on BILL's Accountant Console — surfaces serving 700+ partner firms and moving **\$290B+** in annual throughput. Player-coach since Kualii: I've mentored and managed design teams, standardized UI across six product teams, and co-founded and run a company of my own. Founding designer and co-founder on funded 0→1 products — over **\$2M** raised, two later acquired. AI-native since 2022.

## EXPERIENCE

### Senior Staff Product Designer · BILL

Aug 2024 – Present · Remote

- Lead design on BILL's flagship **Accountant Console** — surfaces serving 700+ partner firms and moving **\$290B+** in annual payment throughput.
- Drove a full information-architecture overhaul of the legacy Console and applied the BILL Design System across Onboarding, Reporting, and Email Settings.
- Designed the **Reporting** experience that lets accountant partners turn clients' financial data into higher-value services.
- Lead AI initiatives — defining UX for AI-generated reports and intelligent agents that automate partner-firm workflows.

### Founder & Principal Designer · Spaceketeer Studio

2022 – Present · Remote

Advisory, design-lead, and founding-designer engagements.

- **audience.io** (2-year retainer): built their design system from scratch and advised the CEO and Head of Design on hiring, team structure, and craft bar.
- **Sendola**: design lead for a funded cross-border fintech; **mentored and managed a designer**, set direction for an early in-house team, and shipped Web, native Mobile, and the Admin console to launch.
- **Aptive Pest Control**: field-ops service-team and area-mapping design.

### Product Design Lead · BambooHR

Jul 2022 – Sep 2023

- **Managed and mentored 2 product designers** as direct reports while leading design on the AI team.
- Led the **performance-management redesign** — grew ARR from **\$32M to \$40M** in months by reducing churn and winning new customers.
- Identified a legacy-product opportunity worth a potential **\$20M** in additional ARR; owned integration design for an acquired company.

### UX Manager / Senior Product Designer · Kualii

May 2018 – Jun 2022

- **Player-coach on a six-person design team** — mentored and managed senior designers while still contributing as an IC.
- Standardized UI across **six product teams** — the "Kualii UI Guild," a system that outlived my tenure.
- Lead designer on **Research Protocols** and **Conflict of Interest** — unobtrusive compliance software for top research universities.

### Senior Product Designer · Instructure (Bridge)

Nov 2015 – May 2018

- Shaped **Bridge** from early MVP into an LMS adopted by Tesla, SpaceX, Slack, OpenTable, and **400+ companies**.
- Lead designer on **Program Authoring** — retained 100% of an at-risk renewal cohort and added new logos.
- Lead designer on **Skill Assessments** — the 0→1 line that became Bridge Perform; validated with paying prospects before production code.

### Product Design Manager · Boostability

Jul 2015 – Nov 2015

- Cut outsourced design and development costs by **80%**; built a design system that sped delivery alongside engineering.

### Earlier · Sr. UX Designer, LDS Church (2013–15) · Experience Designer, Anthology Marketing Group (2013)

- UX, IA, and visual design for Church & Family History products and Hawaii brands — Bank of Hawaii, Hawaiian Telcom, and the Polynesian Cultural Center.

## FOUNDER & 0→1

**ikongo** · Co-founder — a BPO in the Philippines that cleared **\$8M in sales** its first year. Hired, managed, and ran operations for the team.

**Aprenda** · Co-founder & Lead Designer · 2019–2021 — an LMS we designed, built, and sold (**acquired by DreamNav**).

**Finches App, Inc.** · Co-founder & Designer · 2021 — designed and built a community + messaging app (channels, events & RSVPs, shared notes and lists).

**BIDEO** · Co-founder — mobile app connecting contractors and project owners through video.

**Founding-designer engagements:** **Verdi** (AI co-pilot, ~\$1M pre-seed, shipped before ChatGPT, 2022) · **Pacecar** → **Dash-Fi** (recruited by a Montage investor to partner with fintech CEO Anu Shultes, former CEO of LendUp; raised **\$1M**, stood up a dev team in India, 2022–2024) · **Hummingbird** → **Butterfly** (communications app, **acquired**).

## MENTORSHIP & TEACHING

**Design Mentor · Bloc → Thinkful → Chegg · 2015–2024** — mentored designers and career-changers for nearly a decade, continuing through the program's acquisitions.

## SKILLS, TOOLS & LANGUAGES

**Skills** — Design Leadership & People Management · Player-Coach Management · Design Systems · 0→1 Product Design · AI Product Design & Development · UX Research · Information Architecture · Interaction & Visual Design · Prototyping · Usability Testing · Agile / Scrum

**Tools** — Figma · Claude · Cursor · Adobe Creative Cloud · Paper & Pen

**Languages** — English (Native) · Japanese · Tagalog · Brazilian Portuguese

## EDUCATION

**MS, Internet Marketing** — Full Sail University · 2011–2012

**BA, International Cultural Studies / Anthropology** — BYU–Hawaii · 1998–2004