

Austin Soares

Lead Product Designer → Design Engineer

Twelve years designing software that ships and people use, from native mobile apps to data platforms, and lately I've been closing the gap between design and code. I lead product design at Full Nelsen, owning client relationships and turning ambiguous requirements into high-fidelity, testable interfaces. Recent work spans Chewy, Happier, SimpliSafe and Careforth, and I'm now looking for a team where I can design and build in the same breath.

CONTACT

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EXPERIENCE

Lead Product Designer @ Full Nelsen

Jul 2022 – Present

Lead product design for software, data platforms and native mobile apps, owning the client relationship from ambiguous brief to high-fidelity, testable interface.

- **Loophole Online:** Led design for the launched LSAT prep platform from Ellen Cassidy, author of *The Loophole*. Built a playful visual identity for a rigorous training product, working from PRDs in Figma, Claude Design and Stitch and prototyping for an international dev team. Still shipping improvements post-launch.
- **Happier Meditation:** Brought in as contract design lead to carry the iOS app through a full rebrand after a major company shakeup and the founder's departure, designing against a visual direction that was still taking shape. Redesigned onboarding, personalized meditation goals and the premium paid experience, and added motion graphics to help win back lost users.
- **SimpliSafe:** Cut time to cart in half with a Build Your System flow modeled on configuring a laptop or car, then extended the same customization to the lead-gen quiz so shoppers don't need to know which sensors to pick.
- **DesignShop:** Redesigned checkout for ordering building material samples. Designed a machine-vision feature that lets users upload a photo and preview tile, wood, countertops and paint on their own surfaces, plus a keyword search for finding samples with greater confidence.

Product Designer II @ Careforth

Nov 2020 – Jul 2022

Led caregiver-facing UX for Vela, turning clinical workflows into mobile and web experiences that helped scale Medicaid-funded caregiving across Aetna, Cigna and BCBS.

- Cut care room setup time by 60% with preset permissions and bulk invites, validated through user testing.
- Lifted daily family caregiver check-in rates by 20%+ across the caregiver app, coach dashboard and HITRUST-compliant admin console.
- Shipped a year-long redesign of Vela as a personalized, accessible PWA for caregivers aged 18–88.

Product Designer @ Chewy

Apr 2018 – Nov 2020

Promoted from Associate Product Designer, June 2019

Led design across Chewy's native iOS and iPadOS apps, expanding into new platforms, B2B tools and healthcare.

- Shipped Chewy's first cross-org digital product, eGift Cards, a long-requested feature that launched for the 2019 holidays.
- Designed core Pharmacy surfaces at launch, including pet profiles, medication authorization and a vet-facing app built to replace phone and fax approvals.
- Prototyped AR measurement and rendered object-placement concepts with ARKit and LiDAR to cut hard-goods returns.
- Built a post-checkout feedback widget that drew 14,000+ responses at 97% satisfaction within 12 hours.

Product Specialist (part-time) @ Apple Boylston Street

Oct 2017 – Apr 2018

Interactive Designer @ iFactory (RDW Group)

May 2014 – Oct 2017

Started as an intern in May 2014, hired post-graduation.

- Designed accessible, responsive websites for Harvard Business School, Wharton and Rutgers, plus 40+ community colleges nationwide, handling art direction through developer handoff.
- Built internal front-end tools in HTML, CSS and JavaScript to speed up presentations and design documentation.

PERSONAL PROJECTS

- **Concours:** Building an iOS judging app for Concours d'Elegance events. Researching and structuring data for 150+ Porsche 911 variants with NotebookLM and Claude, building in SwiftUI with Claude Code and Cursor.
- **Cassette Player:** Designing and building a skeuomorphic music player for a generation that never got to experience the golden age of beautiful apps. Reverse-engineering a real cassette and player into a detailed Figma design, building it in Xcode and testing on-device.
- **App Studio:** Multi-agent system with sixteen defined roles covering design, prototyping and workflow routing, building from backlog to working software in a Slack-based interface.
- **Claude Skills:** Building custom skills to automate repeat work. A recipe skill bulk-imports recipes from links and files into Mela, a recipe manager with a proprietary JSON-based file format, and a text linter normalizes pasted text for copy-ready output.
- **austinsoar.es:** Hand-built portfolio (HTML, SASS, JavaScript) with AI assistance for SEO, image delivery and structure. Designed in Figma, rendered with Rotato and Blender.

AWARDS & RECOGNITION

Chewy Health Launch Team Recognition

Chewy, 2019

For product definition and interface architecture on Chewy's first B2B clinical platform.

Excellence in Technology Award

Chewy (presented by the CTO), 2019

MITX Award for Best Education Marketing, Bennington College redesign

iFactory, 2017

EDUCATION

Fitchburg State University

B.S., Communications Media (Interactive Media and Graphic Design), 2014

- **Alumni Mentorship:** Guest speaker and mock client for Fitchburg State's Communications Media program, advising student teams on industry workflow and design-to-development practice.

SKILLS

- **Design:** Product Design, 0–1 Product Definition, Design Systems, Skeuomorphic and Tactile UI, User Research, User Flows, Information Architecture, Rapid Prototyping, Web Accessibility, Apple HIG
- **Design Tools:** Figma (Design, Make, Buzz, FigJam), Framer, Webflow, Blender, Rotato, After Effects, Lottie
- **Development:** Swift, SwiftUI, Xcode, ARKit, HTML, CSS, SCSS, JavaScript, React Native, Tailwind, Git
- **AI Workflows:** Claude (Code, Skills, Cowork), Cursor, GitHub Copilot, Gemini, NotebookLM, MCP, Prompt and Context Engineering, Multi-Agent Systems
- **Leadership:** Client Management, Cross-Functional Collaboration, Stakeholder Management, Mentoring