

Ethan Walpole

Senior Product Designer

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SUMMARY

I'm a Senior Product Designer with 5+ years of experience in data-driven design, product strategy, and design systems. I've spent that time building and optimizing software within heavily regulated spaces including logistics, insurance, and healthcare, for both large tech and startups. My mission is to make it easier for people to do their best work. I live my life, personally and professionally, driven by a growth mindset, and I enjoy using my skillset to help scale organizations that share that sentiment.

EXPERIENCE

Senior Product Designer (Contract)

Shoreline Medical Administration • Sep 2025 – Nov 2025 • Houston, TX (Remote)

- Led 0→1 product design for a healthcare compliance SaaS platform, delivering core UX systems and MVP product architecture that unlocked +\$5M in annual revenue potential and resulted in estimated 2–3x throughput.
- Defined information architecture (IA), AI-ready feedback workflows, and state-driven case management systems, translating complex business logic, regulatory requirements and user insights into concrete, scalable interaction patterns, all supported by Shoreline's first-ever design system.
- Partnered closely with engineering, product, operations, and compliance leaders to shape product strategy within project scope, prioritize features under tight constraints, and align cross-functional teams around a clear, implementable release plan with a phased approach.

Senior Product Designer (Full time)

Battleface • Oct 2023 – Aug 2025 • Columbus, OH (Remote)

- Led technical interviews and portfolio evaluations in partnership with Product Management to scale the design team; provided ongoing mentorship that directly increased team design velocity and elevated the standard of creative output.
- Established a modular design system integrated into a central SDK, enabling engineering to deploy new B2B partner instances 40% faster while maintaining 100% visual consistency across all single-tenant environments.
- Oversaw design of a key data import feature that resulted in 8 new partner signings and \$250K in revenue within the first year of launch, and the efforts that reduced claim processing times by 66% (from 15 to 5 minutes) through strategic automation initiatives.
- Conceptualized and designed a no-config fully dynamic, multi-market purchase path supporting 4 core products across 6 markets; reducing implementation time from weeks to hours and piloting with Expedia in the US to generate an estimated \$12M GWP over 2 years with a projected revenue of \$4M.

Product Designer (Full time)

Battleface · Aug 2021 – Oct 2023 · Columbus, OH (Remote)

- Worked across business domains, collaborating with a cross-functional team of 4 PMs, 2 designers, and 12 engineers to align product strategy with business goals, user needs, and technical constraints.
- Improved internal tools enabling developer success
- Held learning sessions for developers to get up to speed with Figma Dev mode.

Product Designer (Contract)

Omada Health · Aug 2020 – Jul 2021 · San Francisco, CA (Remote)

- Worked closely with behavioral researchers, product managers and data scientists to produce user-centered design for behavior change. Drove the design process through ideation, concept development, validation, wireframing, prototyping, and final visual design.
- Reduced cognitive load and improved consistency in early member engagement by designing embedded first-week guidance for Omada coaches, cutting time to complete critical onboarding touchpoints by ~34% in usability testing.

SKILLS & TOOLS

Design & UX Strategy:

- *Methodologies:* Product Discovery, UX Strategy, Interaction Design, Information Architecture, Prototyping & Wireframing, User Research & Usability Testing, Design Systems
- *Specialized Expertise:* Data Visualization, Complex Workflow Design, Accessibility (WCAG), User-Centered Design (UCD)

Technical & Tooling:

- *Design & Collaboration:* Figma, FigJam, Adobe Creative Suite, Miro, Lucidchart, Notion, Coda
- *Development & AI:* AI-Enhanced Workflows (Ideation, Research Synthesis), Familiarity with HTML5, CSS3, JavaScript (ES6), React, Next.js, REST APIs, Postman

Research & Product Analytics:

- *Tools:* Amplitude, Hotjar, Google Analytics, Sprig, Maze, Optimal Workshop, userinterviews.com
- *Management:* Jira, Confluence, Agile Methodologies, Stakeholder management

EDUCATION

Bachelor of Arts in Communication

College of St. Scholastica · Duluth, MN

Graduated May 2015