

Grant Voigt

Product Design Leader | Aligning business strategy with user outcomes

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Design leader with 12+ years of experience building and scaling product design practices across government, enterprise, and commercial sectors. Proven ability to drive measurable business outcomes—including 10x ARR growth and 30x user expansion—while leading cross-functional global teams. Equally effective as a hands-on IC shipping high-impact features or as a design leader establishing process, strategy, and culture from the ground up.

EXPERIENCE

Senior UX Designer | FINRA

Oct 2024 – Present

Sole designer on a cross-functional team of 20+ (developers and PMs) building a data-driven workflow application that helps FINRA examiners leverage automation to improve review quality, with management oversight features and an architecture designed for future AI-assisted workflows.

- Shifted user research from open-ended focus groups to outcome-based validation sessions, directly informing product strategy and reducing rework in the backlog.
- Adopted Kiro (AWS's agentic AI IDE) for rapid prototyping directly in code, enabling higher-fidelity design validation with stakeholders and faster iteration cycles.
- Bridged the design-engineering gap by building functional mockups in code and partnering with developers in Kiro to triage and resolve front-end bugs, reducing QA turnaround time.
- Designing a flexible experience architecture that can progressively shift toward greater automation while preserving human oversight, reducing manual examiner effort without sacrificing auditability or control.
- Introduced low-fidelity prototyping sessions with Subject Matter Experts, accelerating idea-to-user-story conversion and reducing requirements ambiguity.

Head of Product Design | CloudBolt Software

Oct 2019 – Mar 2024

Built the UX and product design practice from scratch for a cloud management platform (DevOps/FinOps) serving Fortune 500 enterprises across telecom, healthcare, financial services, and manufacturing.

- Drove 10x growth in FinOps ARR (\$1M to \$10M over two years) through user-centered redesigns and strategic feature prioritization.
- Expanded reach from a niche user base to 40 direct enterprise clients and 600+ indirect clients—a 30x increase in total users.
- Pioneered the integration of two core product lines, increasing cross-sell revenue and improving customer retention.
- Led the migration from Django to Vue.js, delivering a modern self-service platform that reduced onboarding friction and support volume.
- Managed global, cross-functional teams across multiple time zones to ship two major product launches.
- Conducted end-to-end quantitative and qualitative research to build a comprehensive user journey map that shaped the product roadmap.

Lead Product/UX Designer | WireWheel (acquired by Osano)

Apr 2018 – Oct 2019

Established the UX practice for an early-stage data privacy compliance SaaS platform.

- Designed three high-impact product features that achieved 80% adoption within the first quarter, collaborating across product, engineering, and compliance stakeholders.
- Standardized quantitative research workflows (usage analytics, feature-level metrics) to drive evidence-based roadmap prioritization.
- Facilitated cross-functional UX workshops to align engineering, product, and business teams on requirements and minimum viable prototypes.

Lead Product/UX Designer | Phone2Action (acquired by Quorum)

Feb 2017 – Apr 2018

Led the end-to-end redesign of a civic tech startup's B2C web application portfolio.

- Expanded campaign template library, boosting client campaign conversion rates by 20% through increased customization options.
- Revamped the client campaign management portal, surfacing deeper performance insights and improving day-to-day usability.
- Orchestrated an interactive product showcase at a 2,000-attendee company summit featuring speakers including Steve Wozniak (Apple) and Michelle Klein (Facebook).

EARLIER EXPERIENCE

Product Designer Cengage Learning (Learning Objects)	Sep 2015 – Jan 2017
Lead UX Designer NTT DATA (Everis)	Aug 2014 – Sep 2015
UI Designer Octo Consulting Group (acquired by IBM)	May 2013 – Aug 2014
Interactive Designer CSC	Jan 2013 – May 2013
UI Designer Red Hat	Aug 2012 – Jan 2013

SKILLS & TOOLS

Research & Strategy: User Interviews, Usability Testing, Surveys, Quantitative & Qualitative Research, Analytics (Heap, Mixpanel, Matomo, Datadog), Journey Mapping, Requirements Gathering, Design Thinking

Design & Delivery: Product Design, Interaction Design, Prototyping, Responsive/Accessible Design, Figma, Sketch, Axure, Adobe Creative Cloud, Lucidchart

Collaboration & Technical: Agile/Scrum, Cross-Functional Team Leadership, Stakeholder Workshops, AI-Assisted Prototyping (Kiro), HTML5, CSS

EDUCATION

Bachelor of Fine Arts, Graphic Design | Shepherd University