

Travis Terwilligar

AI-native Product Designer • Design Leader • 0-to-1 Product Strategy • Design Systems

Portfolio: <https://elegantby.design>

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Summary

I'm a product design leader and player-coach who uses AI as a creative and technical partner. Over 10+ years, I've shaped 0-to-1 products, design systems, and complex platforms across SaaS, developer tools, and content creation, bringing judgment, craft, and momentum to ambiguous problems.

Selected impact

- Built and rolled out an AI-native prototyping toolkit at Kong, connecting coded components to Figma and reaching 100% designer adoption in its first quarter.
- Led Kong Developer Portal from strategy through launch, hitting its first-year revenue goal and tracking toward more than 3× that goal in year two.
- Rebuilt Kong's design system and AI-native workflow, delivering 3× faster iteration, approximately 25% less design debt, and improved theming and accessibility for 900+ customer organizations.
- Led Contentful Studio from product vision through launch, helping grow it into a multimillion-dollar ARR business in its first year.
- Led Segment Reverse ETL from design sprint through GA, helping launch a product that reached more than \$30M ARR and 197 paying customers in its first year.

Experience

Kong

Jan 2026 – Aug 2026	Director of Product Design / Principal Product Designer	Remote
	• Lead high-priority product design as a hands-on IC while managing four designers and partnering with senior product leadership to shape direction across Kong's product experience. • Led a design system rebrand across Kong's product, evolving semantic tokens and core components to support the new brand, theming, and accessibility. • Co-led the creation and rollout of an AI prototyping toolkit that shortened the path from idea to shareable prototype, reaching 100% adoption across the design team within its first quarter.	
Nov 2024 – Jan 2026	Principal Product Designer	Remote
	• Led product design across two cross-functional triads while helping shape broader design direction across Kong's application teams. • Shaped the product strategy and end-to-end experience for Konnect Developer Portal, taking a 0-to-1 developer platform from early concept through launch. • Grounded product decisions in customer research and AI-assisted prototypes, helping the team test ideas earlier and move forward with greater confidence. • Defined a cross-product UX vision for Konnect, aligning navigation, workflows, and interaction patterns across the platform.	

Contentful

Jul 2023 – Nov 2024	Principal Product Designer – Contentful Studio	Denver, CO
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- Designed Contentful Studio, a visual workspace that helped designers and marketers create richer digital experiences without relying on engineering for every change.
- Led product design for Studio in close collaboration with two other designers, shaping the product from early concept through launch in spring 2024.
- Defined core interaction patterns for authoring, layout, components, and publishing, helping turn a technically complex system into a more approachable experience for non-developer users.
- Led ongoing customer research and usability testing that shaped product direction, clarified user needs, and drove major improvements to the Studio editor experience.

Twilio

Feb 2022 – Jul 2023	Sr. Manager of Product Design – Twilio Segment	Remote
	• Operated as a hands-on player-coach, managing and mentoring designers while continuing to lead strategy, critique, prototyping, and key product initiatives. • Led product design across Segment's CDP and Foundational Services teams, setting direction across both new and established product areas. • Led the design of Reverse ETL from concept through launch, helping create a new product that generated more than \$30M in revenue in its first year. • Strengthened design operations and user-centered practices across the organization, improving research, collaboration, and design quality.	
Jun 2016 – Feb 2022	Principal Product Designer – Twilio	Denver, CO / Remote
	• Led product design across SendGrid, Messaging, Voice, and Segment, spanning developer tools, communications, mobile, analytics, and marketing products. • Led major initiatives including Segment's data mapping redesign, Twilio Messaging Insights, and the native mobile app experience for Twilio Frontline. • Introduced stronger customer research and validation practices across multiple teams, using customer insight to shape product strategy and improve usability. • Led design and validation for SendGrid Dynamic Templates, helping scale the product from hundreds of millions to more than 6 billion emails sent per month.	

inPowered

Aug 2013 – Jun 2016	VP of Product Design	San Francisco, CA
	• Managed an in-house design agency team consisting of product and visual design focused on designing an ad platform and creating experiences for large custom media programs for brands such as Verizon, AT&T, Samsung, and Intel. • Co-led requirements and design for inPowered's ad platform in collaboration with inPowered's co-founders. • The success of the ad platform led to an increased investment in that product line, and the eventual sale of the entire display ad business to Ziff Davis Enterprise.	
Aug 2010 – Aug 2013	Sr. Director of Design (Netshelter, rebranded as inPowered)	San Francisco, CA
	• Grew our in-house design agency from zero to 5 FTEs plus contractors. • Conceptualized and productized ad products and the customer facing ad platform.	

Geeknet

Jul 2008 – Aug 2010	Sr. Director, Ad Products and Design	Mountain View, CA
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- Led a cross functional team of six direct reports consisting of design, product marketing, and analytics while reporting to the CMO.
- Led an in-house creative agency to design for large brands such as Intel, Microsoft, Google, Adobe, Rackspace, Toyota, Dell, HP, and many others.
- Presented with the sales team directly to top tier ad agency clients and brands.
- In close collaboration with sales leaders, drove ~\$10MM in premium ad revenue from zero, within twelve months of starting.

Aug 2007 – Jul 2008

Product manager, SourceForge.net

Mountain View, CA

- Product manager for wiki and other developer-facing tools on the SourceForge.net open source development platform.
- Worked on design and product requirements for ad products. After significant success with the creation of a new and high performance ad product, I was promoted to Sr. Director with management responsibilities.

Jan 2006 – Aug 2007

Director of Product Development, SourceForge Enterprise

Fremont, CA

- Stepped in to take over leadership responsibilities following the departure of the CTO.
- Manager of managers and responsible for a total team size of 14 people, consisting of product, engineering, design, customer support, and QA.
- Led the product team through an acquisition to Collabnet and then stayed on with the parent company as a product manager on another product, SourceForge.net.

Apr 2002 – Jan 2006

Sr. UX Designer, SourceForge Enterprise Edition

Fremont, CA

- Joined the team at the onset of rebuilding SourceForge Enterprise Edition from the ground up.
- Performed user research and created user personas to guide the creation of product features.
- Created user flow diagrams, wireframes, HTML prototypes, and detailed designs for every feature.
- Worked closely with industry-leading agile software coaches to introduce an agile UX design process that enabled design and engineering to work in parallel.

i2 Technologies

2000 – 2002

UX Designer

Mountain View, CA

- Senior member of the UX design team and led the design of several of i2's applications.
- Team lead for the division in a cross-company initiative in collaboration with Frog Design to implement a consistent style guide and interaction patterns across the company's 100+ web applications.
- Led usability testing and usability inspection techniques to identify key usability issues for two i2 products.

More work experience available upon request.

Education

BS, Business

William Jessup University, San Jose, CA

Skills

- Strategy – Product vision, 0-to-1 products, stakeholder alignment
- Craft – Figma, interaction design, visual design, information architecture

- AI-native design – AI prototyping, design-token workflows, Figma-to-code, Claude, HTML, CSS, JS
- Research – Customer interviews, discovery, usability testing, research synthesis
- Leadership – Cross-functional influence, critique, mentorship