

SENYO GAULT-WILLIAMS

Design Leader · Design Director · Head of Design

DESIGN LEADERSHIP · HEAD OF DESIGN · VP OF DESIGN · PRINCIPAL DESIGNER

Paso Robles, CA / Remote · me@senyo.com · linkedin.com/in/senyogw · senyo.com

SUMMARY

Design leader with **20+ years** building product design culture, systems, and teams from the ground up. Three founding-era hires. Proven ability to define design strategy, establish process and ops, mentor designers, and align design with business outcomes. Equally skilled at the strategic — setting design direction, managing stakeholders, facilitating OKR alignment — and the craft-level, shipping polished products with rigorous execution. Track record of transforming reactive design into proactive design leadership.

20+

YRS EXPERIENCE

3×

FOUNDING HIRE

10+

PRODUCTS SHIPPED

200+

RESEARCH SESSIONS

EXPERIENCE

UX Lead

2024 – 2026

MinIO — AI Infrastructure & Object Storage

- Owned design strategy and execution for AIStor Console — MinIO's flagship AI-native storage platform
- Built design system from 0→shipped, establishing component standards across product and engineering teams
- Established design ops workflow: Claude-assisted Figma↔Code pipeline, code-to-Figma automation for design drift elimination
- Created MinIO website design system enabling non-designers to ship UI consistently; eliminated design bottleneck
- Facilitated Figma learning sessions; scaled design thinking across engineering-heavy organization
- Partnered with executive stakeholders to align design direction with product and business OKRs

Senior UX Designer

2022 – 2023

Ambassador Labs — Developer Infrastructure

- Led UX strategy for Telepresence developer tooling across VS Code extension and web interfaces
- Drove 30+ contextual interviews to shape product roadmap; presented findings to leadership
- Achieved +30% developer efficiency and -60% onboarding time through research-driven redesign
- Established UX process and documentation standards within a fast-moving engineering culture

Staff UX Engineer / Designer

2015 – 2022

HONK Technologies — Roadside Assistance SaaS (Founding-Era Hire)

- Joined as a founding-era hire; built and led the design practice across 7+ years of company growth
- Established design process, tools, rituals, and culture from scratch in engineering-first environment
- Drove accident photo acceptance 35% → 96% through structured research and iterative testing
- Led 200+ participant usability studies; built internal research capability and testing cadence
- Mentored junior designers; ran design critiques, established feedback culture and quality standards
- Partnered with product and engineering leadership to align design priorities with company OKRs

Principal Designer / Founder

2007 – 2016

Senyo Corp — Design Consultancy

- Founded and ran independent design consultancy; managed all aspects of client relationships and delivery
- Delivered brand identity, product design, and web development for diverse client portfolio

Software Manager / Developer

2004 – 2007

Fonality — VoIP & Business Communications (Founding-Era Hire)

- Early hire managing software team; developed product direction and team delivery processes
- Cross-functional role spanning engineering management, product design, and front-end development

LEADERSHIP SKILLS

DESIGN STRATEGY

Design Systems Strategy, Design Ops, Process Creation, Team Enablement, OKR Alignment, Stakeholder Management, Design Direction

CRAFT & EXECUTION

Figma, Interaction Design, Prototyping, User Research, IA, Usability Testing, A/B Testing, Motion Design

TEAM & CULTURE

Mentorship, Design Critiques, Hiring, Figma Training, Sprint Facilitation, Cross-functional Collaboration, Remote Team Leadership

ENGINEERING FLUENCY

React, TypeScript, Component Libraries, Design Tokens, WCAG Accessibility, shadcn/ui, CSS, Git

LEADERSHIP HIGHLIGHTS

FROM 0

Built design practices from scratch at MinIO, HONK, and Fonality — establishing process, tooling, culture, and team standards in engineering-first environments.

+61PP

Photo acceptance 35% → 96%: Led research-to-outcome cycle at HONK, demonstrating design leadership that connects user insight directly to business metrics.

OPS

Design ops at scale: Established Figma↔Code automation at MinIO, eliminating design drift and enabling engineering to ship consistently without designer involvement in every decision.

200+

Research-led culture: Led 200+ participant usability studies at HONK and 30+ contextual developer interviews at Ambassador Labs — building user insight as organizational infrastructure.