

Devin Pickering.

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I lead product design teams and build the AI tools they run on. In my full-time role, at North America's largest apparel platform, I founded the UX, UI, and research practice and grew it from one designer to seven. I have managed design teams for seven years, across eighteen years of design work at startups and the Fortune 500. On my own time, I run Story Genie and lead design at Surf Studios.

HIGHLIGHTS

- Took the apparel platform's design org AI-first and drove adoption with our AI enablement team, including agents I built that cut product-launch copywriting from weeks to under an hour
- Built a design team from one designer to seven in two years: a senior UX lead who manages a junior designer, three senior UI designers, a UX designer, and a UX researcher
- Led and mentored 20+ designers, 10+ at the apparel platform over time and 10 at Enverus; many now hold lead and principal roles
- Outside work, I mentor independent designers on building a freelance business, negotiating, and consulting
- Designed and built the apparel platform's first MCP (V1 in pilot), so any AI tool or platform can pull product data through one integration, with pricing and brand rules built in
- Grew Figma from 2 users to 300+ across a 6,000-person org in about six months
- Drove a stalled paid-social launch to 100+ paying subscribers in week one, and built ad landing pages that drove \$30 to \$50K a day in direct sales
- 30+ product launches across B2B and B2C
- Wrote the apparel platform's AI vision, executive deck, and 12-month AI roadmap
- Worked closely with the CEOs at Kinjo and Supply Drop, and the VP of Marketing at Enverus

EXPERIENCE

Manager to Sr Manager, UX Product Design [North America's Largest Apparel Platform](#) 2022–Present

Built the UX, UI, and research practice from a single designer to a team of seven. Lead UXR, UX, and UI for a multi-billion-dollar B2B and B2C apparel platform, and manage the team and about \$5M in headcount and agency budget. Cut our design and research cycle from 8–12 weeks to 4–6. My team designs nearly everything on the roadmap and spends about 30% of its time incubating what comes next: 80% of our 2024 roadmap came from that work. We own surfaces like the PDP that moves millions in revenue daily, and I build AI tooling the team runs on, including the company's first MCP (V1 in pilot with developers and designers). Won the company hackathon with an AI-assisted feature. Led a catalog builder, launched in 2025, that customers and staff have used to make 2,100+ product catalogs to pitch to their own clients. Managed the company's Copilot rollout to 225 seats. Built a Teams research assistant that answers research questions in under two minutes instead of one to two hours. Partner with product, program, and DevOps leaders to plan and ship our roadmap work.

Design Director [Kinjo](#) 2021–2022

Owned design at an early-stage edtech startup, hiring and running the external agencies: led product design (UX/UI), brand, and paid media for two iOS apps that turn Roblox screen time into learning, both on one shared design system.

Design Director [Supply Drop](#)

2019–2021

Led design at a predictive subscription-commerce startup: UX/UI, the design system, product design, and the brand. Started with a product opportunity assessment and a roadmap, then had a working product out with engineering in about six months. Took a stalled paid-social launch over end to end and drove 100+ paying subscribers in the first week. Managed one junior designer.

Creative Director [Enverus \(Drilling Info\)](#)

2018–2019

Set design direction across 10+ international brands for the leading data-analytics company in oil and gas. Built and managed a 10-person design team to run the Drilling Info to Enverus rebrand, shipping hundreds of deliverables. Designed the 90-by-40-ft double-decker NAPE booth (15,000+ attendees). Designed the Deal Finder app, which drove booth traffic and sold subscriptions, and led the agency that built it.

Web Director & UX Designer [The Mysterious Package Company](#)

2017–2018

Rebuilt the flagship eCommerce store and ran A/B tests on it every week to decide copy and layout changes. Built ad landing pages that drove \$30 to \$50K a day in direct sales, and a design system that cut decision time from one or two weeks down to under two days.

Creative Manager & Senior Designer [Mary Brown's](#)

2016–2017

Led design and creative for one of Canada's fastest-growing franchises, owning the brand across menus, web, social, signage, and TV.

Founder [iceDive Creative Solutions](#)

2008–2016

Founded a full-service design and web studio and grew it from freelance into a partnership that ran under my brand. Hundreds of sites plus web and email hosting; acquired by nvision solutions in 2016.

INDEPENDENT WORK, ONGOING**Founder** [Story Genie](#)

2023–Present

Founded Story Genie, an AI company that makes custom hardcover books with any child as the hero. Built Story Genie end to end, from brand and UX to the web app, the AI production system, and the business, teaching myself the back end with AI to rebuild the product in production. Solved character consistency, so characters look the same on every page. Built a free preview that shows families the whole book in about 60 seconds, before they buy.

Design Director [Surf Studios](#)

2020–Present

Lead design and stay hands-on through the front-end build on every major project: brand and product sites, training platforms, and custom sales tools used in the field. Clients include the automotive brands of Fortune 500 manufacturer ITW: Permatex, Fast Orange, Spray Nine, Versachem, and Evercoat. When a project needs it, I bring in a print, catalog, or web specialist to support.

SKILLS & TOOLS

Design leadership, UX/UI, product strategy, design systems, brand, AI-first workflows. Tool-agnostic: Figma; Adobe since age twelve (Photoshop, Illustrator, InDesign, After Effects, Premiere); frontier and local AI models (Claude Code, Codex, Gemini, Ollama), picked per job; GitHub; front-end I write as fluently as English, plus WordPress and Shopify.

EDUCATION

York University. Bachelor of Design, Honours (BDes Hons).