

Devin Pickering.

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Most design leaders direct. I direct and build, leading design teams to solve complex problems, create clarity, and deliver products that work. Fifteen years across startups and Fortune 500 brands. I don't bulldoze. I align, then raise the bar.

HIGHLIGHTS

- 30+ major product launches across B2B and B2C
- 20+ designers mentored into lead and principal roles
- Figma adoption grown 2 → 300+ across a 6,000-person org
- MPC conversion up 18.8%, A/B tested; Supply Drop, 100+ paying subscribers in week one
- 3 companies founded, one AI-native and live today

EXPERIENCE

Sr Manager, UX Product Design [SanMar](#)

2022–Present

Lead UXR, UX, and UI for a multi-billion-dollar B2B and B2C apparel platform. I own the site design end to end, including the PDP that moves millions in revenue daily, ship real products and internal tools, and grow the team, all while taking the org AI-first. Promoted from Manager to Sr Manager; won the company hackathon (in final QA).

Founder [Story Genie](#)

2023–Present

AI-native company that turns any child into the hero of a custom hardcover, built to delight and teach. I founded and run it end to end: brand, UX, web, the production system, and the business. Families preview the whole book in about 60 seconds, free, before they buy.

Founder, Design Director [Surf Studios](#)

2020–Present

Design and build end to end for industry-leading automotive brands: Permatex, Fast Orange, Spray Nine, Versachem, and Evercoat. No handoffs, strategy through front-end from one place, which is why clients keep coming back.

Design Director [Kinjo](#)

2021–2022

Led product design (UX/UI), brand, and paid media: two iOS apps that turn Roblox screen time into learning, built on one scalable design system.

Design Director [Supply Drop](#)

2019–2021

Led and grew the design team and owned the UX/UI, design system, and new features for predictive subscription commerce. Took a stalled paid-social launch over end to end and drove 100+ paying subscribers in the first week, recurring revenue, not one-off sales.

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

2018–2019

Set design direction across 10+ international brands for a multi-billion-dollar energy data-analytics leader. Led the Drilling Info to Enverus rebrand, designed the 90-by-40-ft double-decker NAPE booth (15,000+ attendees), and designed and built the Deal Finder app that drove booth traffic and sold subscriptions.

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

2017–2018

Rebuilt the flagship eCommerce store and ran the A/B tests that lifted conversion 18.8%. 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: the brand across menus, web, social, signage, and TV, managing a team to keep every touchpoint consistent.

Founder [iceDive Creative Solutions](#)

2008–2016

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

SKILLS & TOOLS

Design leadership, UX/UI, product strategy, design systems, brand, AI-first workflows. Figma, Adobe Suite, HTML/CSS, WordPress, Shopify.

EDUCATION

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