

Devin Pickering.

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I lead design teams to solve hard problems, create clarity, and ship products that work. Fifteen years across startups and Fortune 500 companies. I don't bulldoze. I align, then raise the bar. And I still design and build myself.

HIGHLIGHTS

- 30+ major product launches across B2B and B2C
- 20+ designers mentored into lead and principal roles
- Design-to-dev churn cut 40% through shared systems
- Kinjo CAC cut from ~\$20 to \$8; MPC conversion up 15%+
- 3 companies founded, one AI-native and shipping today

EXPERIENCE

Sr Manager, UX Product Design [SanMar](#) 2022–Present

Lead UXR, UX, and UI teams for a Fortune 500 B2B apparel platform. Took the design org AI-first; won the company hackathon with a shipped, AI-assisted feature.

Founder [Story Genie](#) 2023–Present

AI-native company: agents write and illustrate personalized hardcover children's books, humans direct. Brand, UX, web, and the agentic production pipeline.

Founder, Design Director [Surf Studios](#) 2020–Present

Design and build for ITW automotive brands (Permatex, Fast Orange, Spray Nine, Versachem, Evercoat) and Interplay Learning. No handoffs.

Design Director [Kinjo](#) 2021–2022

Two iOS apps that turn Roblox time into learning. CAC cut from ~\$20 to \$8.

Design Director [Supply Drop](#) 2019–2021

Web experience for predictive subscription commerce. Twelve months of shipped homepage iterations.

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

2018–2019

Directed the Drilling Info to Enverus rebrand across 10+ products. Designed a 90 by 40 ft double-decker NAPE booth and designed and built the Deal Finder app.

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

2017–2018

Rebuilt the flagship store on Shopify. Conversion up 15%+; landing pages at \$30–50K/day.

Founder [iceDive Creative Solutions](#)

2008–2016

Full-service design and web studio. Grown over eight years and acquired 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).