

SOL PARROTT

UX Manager | Product Design Lead | Senior UX Designer

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SUMMARY

UX Manager and Product Design Lead with 7+ years scaling enterprise B2B and B2C platforms across web and mobile. Combine people leadership with measurable retention and growth outcomes, hands-on AI fluency (building my own tools, not just briefing them), and a track record of becoming a trusted, long-term design partner on strategic client engagements. Strong in design operations, design system governance, information architecture, workshop facilitation, and enterprise stakeholder management.

EXPERIENCE

EX Squared Solutions Inc., Product Design Manager / Lead / Senior UX

Oct 2021 – Present

Led design end-to-end for SLB (Fortune 500 oilfield services) across a four-year engagement spanning iOS, Android, and web. Progressed through four titles on a single strategic client.

UX Manager (Mar 2024 – Present)

- Manage a team of 7 UX designers within EX Squared's design practice, reporting to the Head of Design. Lead hiring, performance feedback, career development, and project staffing.
- Drove a major retention turnaround: average designer tenure improved from less than 2 months to a stable team with 4 designers retained 4+ years.
- Three direct reports expanded significantly in scope, autonomy, and craft under direct mentorship, taking on senior-level client work that previously required oversight.
- Currently building an AI-powered user testing tool in Claude Code to enable real-user validation when direct research access isn't possible.
- Champion AI adoption across the design practice: lead working sessions, share applied learnings and practical tips across Claude, ChatGPT, Figma Make, and Claude Code, and coach skeptical designers through the shift toward an open, experimental approach to AI-augmented work.
- Contribute to EX Squared's business development: scoping and estimation on new opportunities, design for marketing decks and sales proposals, and design presence in prospective client meetings, helping surface new pipeline.

Product Design Lead (Jan 2023 – Oct 2025)

Became the client's primary design partner across the SLB engagement, a B2B platform that transformed analog, paper-heavy oilfield operations into a unified, tap-driven digital ecosystem. Continued in the Lead capacity while taking on UX Manager responsibilities in March 2024.

- Tripled design output with a reduced team of 4 designers serving 3 development teams (80+ developers) by establishing requirements gathering, information architecture, service blueprinting, and

stakeholder visibility processes from scratch.

- Reduced one core workflow (ESP pump order changes) from up to 20 phone calls to a single digital action.
- Diagnosed lack of design system ownership as the source of cross-app inconsistency. Identified and elevated a UI designer to own the system end to end, defined governance, and contributed reusable pattern decisions and UX direction. Result: a single source of truth that aligned 80+ developers.
- Built the translation layer between design and eight client stakeholders running competing lines of business. Moved conversations from "yes, we'll build it" to "what are you actually trying to achieve?"
- Coached designers from execution to ownership through scaffolded client presentations, structured debriefs, and progressive autonomy. One direct report progressed from co-presenting to running his own client engagement without supervision.
- Advocated consistently for direct user testing access. Adapted to client constraints by deepening relationships with industry experts as proxy users.

Senior UX Designer (Jul 2022 – Jan 2023)

- Designed end-to-end across research, information architecture, service blueprints, interaction design, high-fidelity, and developer handoff for complex multi-stakeholder workflows.
- Mentored junior UX designers on craft, process, and client communication. Partnered with UI artists, business analysts, and stakeholders to define product direction.
- Shaped internal design processes, led usability testing strategies where access permitted, and facilitated workshops with tailored agendas and activities.

UX Designer (Oct 2021 – Jul 2022)

Independent UX/UI Designer, Multiple Clients

Apr 2019 – Dec 2021

Sole-designer consultancy through research, IA, interaction design, and brand for early-stage clients across consulting, nonprofit, and e-commerce. Direct work with founders and operators.

- Delivered responsive websites, brand identity systems, logo design, and content strategy.
- Conducted user research and translated insights into intuitive visual and interaction design.
- Partnered directly with founders, marketing leads, and small business owners to ship work end to end.

Ernst & Young Advisory Services, UX/UI Design Intern

Nov 2018 – Dec 2018

EDUCATION

Master's Degree, Interaction Design, Domus Academy, Milan, Italy (2018)

Specializations: Service Design, Experience Design, Interaction Design, Brand Identity.

Bachelor's Degree, Industrial Design, UNC, Córdoba, Argentina (2011 – 2017)

UI/UX Design Specialization, California Institute of the Arts (Coursera, 2020 – 2021)

SKILLS & TOOLS

Leadership: Team Leadership, Mentorship, Cross-functional Collaboration, Stakeholder Management, Hiring & Career Development, Client Communication, Strategic Planning, Estimation & Scoping.

Design: User Experience (UX) Design, Product Design, Information Architecture, Interaction Design, Service Design, Design System Governance, Design Operations, Workshop Facilitation, Usability Testing, B2B & B2C Platforms, Enterprise UX.

AI & Tools: Figma, Figma Make, Claude, Claude Code, ChatGPT, AI-Augmented Design, Generative AI, Prompt Engineering.

Languages: English (fluent), Spanish (native), Italian (conversational).