

LEE HOSFORD

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UX MANAGER

Enterprise UX • AI Direction • Design Systems & Strategy • Stakeholder Alignment • Hiring & Mentorship • Product Design

EXPERTISE

- UX Management
- Product Design
- Team Leadership
- Interaction & Motion Design
- Research-Driven Design
- User Research Methods
- Prototyping & Wireframing
- Design System Tooling
- Accessibility
- iOS / macOS HIG Familiarity

TOOLS & PLATFORMS

- Figma
- Maze
- Adobe Creative Cloud (Design + Motion)
- Writer AI
- Slack
- ChatGPT
- Claude
- Microsoft Copilot

EDUCATION

BA (Hons) Graphic Design
Southampton Solent University
Southampton, England
2008

PROFILE

Product design leader with 12+ years of experience delivering enterprise and consumer digital products across SaaS, networking, cloud infrastructure, and AI-driven platforms. Currently leading a UX team of 10+ designers at Omnissa (formerly VMware), driving end-to-end design strategy for enterprise endpoint management and AI-powered experiences used at scale across global organizations.

PROFESSIONAL EXPERIENCE

UX MANAGER

Omnissa (formerly VMware) | Mountain View, CA — **Oct 2021 – Present**

Lead and develop a team of 10+ product designers responsible for enterprise endpoint management and AI-powered experiences, providing strategic and day-to-day design leadership across a portfolio of high-impact products. Partner with product and engineering leadership to establish UX strategy, translate complex customer and business needs into intuitive enterprise experiences, and ensure a consistent, scalable design practice across product lines.

- Lead the full design lifecycle from discovery, research, and problem definition through interaction design, prototyping, validation, and delivery, partnering with Product Management and Engineering to define product direction, prioritize design investments, and coordinate timelines across multiple concurrent workstreams.
- Own design quality and UX strategy across the product portfolio, establishing a high bar for usability, interaction design, visual design, motion, accessibility, and overall product experience while ensuring solutions are intuitive, consistent, and scalable.
- Build and advance the design practice by establishing design standards, shared component libraries, design-system practices, and UX best practices that improve consistency, increase design efficiency, and accelerate delivery across cross-functional teams.
- Drive cross-functional and executive alignment by presenting design vision, communicating UX strategy, and advocating for user-centered decisions with product, engineering, and senior leadership, translating complex technical and business challenges into clear, actionable design strategies.
- Develop and mentor the design organization through hiring, onboarding, performance management, coaching, career development, and ongoing feedback, while fostering a high-performing culture of collaboration, innovation, and design excellence.
- Advocate for customer needs throughout product development, helping teams simplify complex enterprise workflows and create experiences that balance sophisticated functionality with ease of use across endpoint management, digital workspace, and AI-powered products.

SENIOR LEAD UX DESIGNER

Netgear | San Jose, CA — **Dec 2020 – Oct 2021**

At NETGEAR, I combined hands-on product design with team leadership. My focus was on creating a more consistent experience across products and making home WiFi easier to manage.

- Led the UX team while we recruited a new UX director, setting day-to-day priorities and guiding design decisions.
- Helped shape the design system, giving designers shared patterns they could reuse across products.
- Worked on redesigning the Orbi WiFi app so people could more easily find and use the tools they needed to manage their home network.

LEE **HOSFORD**

UX MANAGER

LEADERSHIP HIGHLIGHTS

- Proven track record of building and mentoring high-performing design teams, establishing design systems and quality standards, and partnering with engineering and product leadership to ship polished, research-driven experiences that meet the highest bar for craft and usability.
- Brings deep fluency in interaction design, typography, motion, and accessibility alongside a collaborative approach to aligning cross-functional stakeholders at the executive level.
- Equally adept at managing multiple concurrent product workstreams and advocating for ethical, inclusive, and privacy-conscious design practices across the full product lifecycle.

EXPERIENCE

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LEAD PRODUCT DESIGNER

ThousandEyes | San Francisco, CA — **Oct 2019 – Dec 2020**

Led UX strategy and product design for complex enterprise network visibility workflows, translating sophisticated networking concepts and data into intuitive experiences that reduced friction and improved usability for technical users. Redesigned core network visibility workflows from discovery through delivery, defining information architecture, user flows, interaction models, prototypes, and high-fidelity designs while partnering with Product & Engineering to establish product direction and prioritize user experience improvements.

- Played a central role in building and scaling a comprehensive design system, establishing reusable components, interaction patterns, visual standards, and design practices that unified the product experience, increased cross-team consistency, and accelerated design and development.
- Partnered closely with engineering throughout implementation, resolving design and technical tradeoffs, supporting design-to-development handoff, and ensuring design intent and experience quality were maintained through delivery.
- Conducted and incorporated customer and user feedback through interviews, usability evaluation, and collaboration with customer-facing teams, using insights to identify pain points, validate solutions, and inform product decisions.
- Provided design leadership and mentorship across the product organization, reviewing design work, establishing UX quality standards, sharing best practices, and advocating for user-centered decisions with Product, Engineering, and senior stakeholders.

SENIOR PRODUCT DESIGNER

Citrix | FT. Lauderdale, FL — **Dec 2014 – Oct 2019**

Played a key role in the launch of Citrix Cloud, designing end-to-end user experiences, interface layouts, application management tools, and in-product animations for enterprise customers worldwide. Led UX design from discovery through production, translating complex product requirements and customer needs into user flows, information architecture, wireframes, prototypes, interaction designs, and polished production-ready experiences.

- Partnered with Product Management, Engineering, UX Research, and other cross-functional teams to define requirements, evaluate design tradeoffs, prioritize user experience improvements, and deliver data-informed solutions within technical and business constraints.
- Engaged directly with enterprise customers to research and validate product experiences, gathering real-world feedback, identifying usability issues, and translating customer insights into actionable design improvements.
- Designed complex application management and cloud workflows, simplifying technical processes and creating intuitive experiences for enterprise administrators and users.
- Presented product and design concepts to senior leadership and customers, articulating the customer problem, design strategy, business value, and recommended experience while building cross-functional alignment.
- Collaborated with Engineering through implementation and launch, providing design specifications, resolving interaction and usability questions, and ensuring the delivered product maintained the intended experience and quality.

SENIOR PRODUCT DESIGNER

PA Consulting | London, England — **Sept 2012 – Dec 2014**

Led mobile app, web platform, and brand identity design engagements for a portfolio of high-profile global clients including Heineken, Met Office, AXE, and Hershey's, delivering polished, research-grounded solutions across diverse industries.

- Translated customer research, business objectives, and technical requirements into user flows, interaction designs, prototypes, and production-ready digital experiences, collaborating with clients, developers, and multidisciplinary teams to ensure solutions were both user-centered and commercially viable.
- Managed client relationships and design workstreams from brief through delivery, balancing creative quality with commercial timelines across multiple concurrent projects.