KASSONDRA VAN KEUREN

Product Designer: Data-Driven UX & AI-Powered Workflows

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SUMMARY

AI-First Product Designer with 8+ years of analytics and data consulting experience, a background that shapes a design practice grounded in systems thinking, stakeholder influence, and evidence over assumption through data summarization and mapping complex user journeys. Currently driving AI-native design workflows (Claude Code, GitHub Spark) that compress multi-month design cycles into weeks while maintaining design-system integrity. Track record of identifying overlooked problems, building buy-in, and shipping measurable outcomes, from cutting fraud response time by 99% to driving multi-million-dollar sales results. Curiosity driven and strong relationship builder bringing cross functional collaboration and experience to build the best products/outcomes for internal and external users and stakeholders.

EXPERIENCE

DAT FREIGHT & ANALYTICS

Jun 2018 – Present

Over the course of eight years, evolved from a hands-on Sales Operations Analyst into a data-driven consultant, a people manager who scaled a team to $10-11M in sales, and most recently pivoted into Product Design pioneering AI-first workflows that compress multi-month design cycles into weeks, shipping multiple products to production. Across every role, the consistent pattern is turning tactical, one-off work into reusable systems (dashboards, rubrics, pipelines, design workflows) that outlast the original project and scale impact beyond themselves. The throughline of this trajectory is repeatedly finding leverage points and building the infrastructure to overcome technical or organizational roadblocks and increase efficiency.

Product Designer *Sep 2025 – Present*

- **Propelled AI-first design workflow** using Claude Code (CC) to work directly within cloned application repositories by visualizing requirements, iterating with stakeholders, and producing polished, design-system-integrated screens straight in the codebase (synced back to Figma for manual refinement). Delivered feature branches to GitHub with accompanying .md file noting deltas for engineering handoff, **cutting a typical multi-month design process to multi-week turnaround.**
- **Decreased fraud response time from ~30 minutes to ~5 seconds concurrently** blocking thousands of fraudulent listings from the marketplace **by redirecting a feature-parity project toward a critical fraud vector** after uncovering a tedious, high-risk manual workflow in the compliance team's process. Built stakeholder alignment by sharing a recorded user interview, then rapid-prototyped the solution with GitHub Spark and Figma.
- Partnered with Customer Service and Marketing leadership to scope an Appcues launchpad for the Account app under engineering resource constraints. Used Claude Connectors to integrate DataDog Real User Monitoring (RUM) data with call-center insights, surfacing patterns like mobile-vs-desktop usage and dead-click zones. Delivered a **targeted, in-app guidance experience** that improved task completion without adding to engineering's backlog.
- **Identified a gap in accessibility testing** by reaching out to a blind user in the company's own community and screen-sharing his experience navigating the product with JAWS, surfacing friction points invisible to sighted testing and establishing a first-hand accessibility review practice the team had previously underdone.

Analytics Services Manager *Nov 2023 – Aug 2025*

- Restructured the team from siloed sales/technical roles into a unified group of four full-stack Analytics Consultants, closing individual skill gaps through 1:1 coaching. The cross-trained team **met $10M and $11M sales goals in 2024 and 2025** despite a shrinking hiring budget.
- Drove a company wide adopted career ladder rubric and paired it with psychologically safe, routine feedback, driving two direct-report promotions to Senior Analytics Consultant (2025, 2026) and setting a new standard for advancement conversations org-wide.
- Led the team through a full backend infrastructure migration, orchestrating a mass correction across **200+ customer reports**. The initiative surfaced systemic pipeline flaws, prompting adoption of dbt and Airflow, resulting in faster scheduling, more secure data transfers, and a team equipped to handle larger migrations going forward.

Analytics Consultant II & Sr. Analytics Consultant *Jun 2020 – Oct 2023*

- Owned data consultation and custom pipeline architecture for DAT's high profile accounts valued up to **$2M in annual contracts**, building end-user-specific tables that drove renewal and an eventual upsell to the most extensive rate dataset in the database, setting a sales precedent for the broader Analytics Services line.
- Developed and publicly presented an original capacity-metric analysis linking it to a U.S. economic growth indicator, proving predictive signal. The research generated industry interest and led to a **generalized workflow application** adopted by customers.
- Built a custom Tableau dashboard productizing the workflow above, validated through direct customer co-design. The dashboard **sold to 10+ new customers,** and its logic was later folded into DAT's benchmark application.
- Lead customer Snowflake adoption, transitioning new and existing customers to receive ongoing data purchases through Snowflake share accounts.

Sales Operations Analyst *Jan 2018 – Jun 2020*

- Enabled team to meet project goals by **consolidating disparate data sources into unified dashboards via manual SQL** queries, paving the way for the sales team to systematically manage a department-wide contract conversion for existing customers. Performance in this role led DAT to sponsor a Master's degree in Analytics & Visualization.

XGALLERY

Early Sales & UX Contributor *Dec 2016 – Dec 2017*

Drove logistics for this founder-led art archive startup at the ground level while simultaneously evolving customer journey through user experiences analysis.

- Elevated consumer online experience by completing the research on identifying UX issues in the company's proprietary customer-facing software while mapping user workflows, identifying bugs, and partnering with the developer on fixes.
- Established the first client and continued to elevate the sales pipeline through relationship building, nurturing leads, hosting events, and executing cold calls leading to substantial company growth.

CERTIFIED LANGUAGES INTERNATIONAL (CLI)

Sales Operations Lead & Reseller Program Manager *Jul 2007 – May 2016*

Brought onto this on-demand language interpreting and translation service to drive systems processes and align teams to streamline operations to enable rapid growth, and evolved into managing a reseller channel honing analytical and data driven database engineering, oversaw front-end UX improvement changes for internal systems.

- Built cross-functional systems connecting Sales, Operations, and Billing to support rapid growth by building and implementing structure and systems from chaotic processes.
- Concurrently grew a reseller channel to **20% of company revenue** through pricing negotiation, white glove service, and relationship building and maintenance.
- Partnered with database engineers by driving internal-system UX improvements and drove the Salesforce adoption.

TECHNICAL SKILLS

Figma • Claude Code • GitHub Spark • GitHub • SQL • Snowflake • Tableau • VS Code • Excel & Google Sheets • Confluence & Jira • Appcues • Accessibility (WCAG, screen-reader testing) • Rapid Prototyping • User Research • Data Visualization • Analytics

EDUCATION & TRAINING

Maryland Institute College of Art (MICA): **Master of Professional Studies, Data Analytics & Visualization**

Portland State University: **Bachelor of Arts, English & Arts and Letters**

Silicon Valley Product Group (SVPG): **Product Operating Model Training**

LEADERSHIP & MENTORSHIP

- Workplace mentor to early-career professionals, delivering focused feedback and career-advancement guidance.
- Frequent speaker at analytics and design forums, engaging audiences of end users and students alike.
- Co-Chair, Women in Tech Employee Resource Group (2023–2024): organized quarterly speaker events and moderated panels based on member-sourced topics.
- Capstone Advisor, MICA (2023): mentored graduate students through final analytics & visualization projects.