

# Erin Kate Fleshner

Director of Product & Content Design

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## Summary

Design executive with 18+ years leading product and platform design for enterprise and consumer SaaS products. Proven track record building and scaling design organizations, partnering with Product and Engineering leadership at the executive level, and translating complex, data-intensive systems into intuitive, high-impact user experiences. Deep experience in DesignOps, AI-enabled workflows, and multi-product, cloud-native ecosystems.

## Qualifications Summary

- Scaled product and content design organizations within enterprise SaaS, security, and platform-centric environments.
- Integrated AI-assisted design workflows to improve alignment, decision quality, and delivery efficiency across Product and Design.
- Shaped product direction upstream through problem framing, PRDs, and early concept development in partnership with Product and Engineering leadership.
- Mitigated experience risk across interconnected workflows by identifying system dependencies early and influencing scope and sequencing decisions.

## Career Experience

### SentinelOne

Director of Product — Analyst Experience, AI, Cloud & SIEM | 2023 - Present

Lead Product Design for SentinelOne's Operation Center, AI, SIEM, Cloud Security. Building and scaling the practice while defining platform-level UX strategy across complex, cloud-native, data-intensive security systems.

- Own UX direction for experiences supporting enterprise-scale security operations and decision-making.
- Define platform experience strategy across onboarding, configuration, remediation, alerting, tagging, and posture management for multi-product enterprise workflows.
- Surface and address experience risks introduced by new platform, remediation, and cloud capabilities, influencing roadmap decisions and sequencing.
- Embed design into early product definition by shaping PRFAQs, problem statements, and conceptual models before scope lock, reducing downstream rework.
- Evolved the design organization toward AI-assisted workflows that accelerate exploration, alignment, and executive decision-making.
- Led AI prototyping workshops with Product Management, enabling PMs to supplement written requirements with visual references and shared system understanding.
- Reduced rework and cycle time by shifting alignment upstream from abstract documentation to shared visual artifacts across Product, Design, and Engineering.
- Established design reviews, critique models, and operating standards to support quality, consistency, and scale across distributed teams.

### Centerfield Media

Director of Product Design | 2022 - 2023

- Led a distributed product design team supporting a multi-site digital portfolio with shared platform capabilities.
- Implemented shared design standards and workflows that improved consistency, quality, and delivery predictability across teams.
- Partnered with Product and Engineering to prioritize work based on impact, learning, and risk.

- Reduced delivery friction by introducing repeatable processes and clearer handoffs.

## **Shopify**

Staff Product Designer | 2021 - 2022

- Led design for complex merchant and developer workflows, including checkout customization and extensible platform experiences for building apps and integrations.
- Elevated UX craftsmanship and delivery standards through improved design methodologies, cross-functional alignment, and scalable design practices.

## **CrowdStrike**

Senior UX Designer | 2018-2021

- Led foundational UX initiatives for the Falcon cybersecurity platform, including global navigation, search, and core administrative workflows at enterprise scale.
- Defined early design principles and scalable UX patterns that improved consistency and usability across enterprise security products.

## **Recreational Equipment, Inc. (REI) | 2014 - 2018**

Principal UX Designer | 2018

- Led systems-level UX strategy across navigation, search, content, and membership experiences, influencing platform coherence, governance, and long-term scalability.
- Championed and evolved REI's design system foundation (Cedar), ensuring durable standards and adoption across multiple business and product teams.

UX Manager | 2017 - 2018

- Managed and mentored a team of designers, balancing delivery, growth, and quality while aligning UX efforts with product, marketing, and engineering.
- Established cross-functional design processes and collaboration models that improved alignment, decision-making, and execution consistency across product teams.

Senior UX Designer | 2014 - 2017

- Led end-to-end UX for major site initiatives, including navigation, search, product detail pages, expert content, and membership experiences.
- Improved usability and design consistency by defining shared components and interaction patterns, enabling faster iteration and more cohesive experiences.

## **Additional Experience**

Union Bank, Interaction Designer, 2012 - 2014

Cooking.com, Information Architect/Product Manager, 2010 - 2012

Nickelodeon, User Interface Designer, 2008 - 2010

## **Education**

Master of Arts in Human Factors & Applied Psychology

Bachelor of Arts in Psychology

California State University, Northridge | 2000 - 2006