

BORIS KLAYDMAN

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DIRECTOR OF PRODUCT DESIGN · AI-NATIVE EXPERIENCES · DESIGN SYSTEMS · ENTERPRISE B2B SAAS

Product design leader with 15+ years building and leading design teams for enterprise B2B SaaS at Apple, IBM, Salesforce, and Amazon. A player-coach who still designs the hard problems and grows designers who ship work they are proud of. Built design teams from scratch, mentored 500+ designers and product managers, and shipped complex platform products used by millions. Focused now on AI-native design: agentic workflows, conversational interfaces, generative UI, and human-in-the-loop patterns, prototyped straight in code with Claude Code, Cursor, and Figma Make. Came up through design, thinks in systems, and partners with engineering and data without losing track of what the user actually needs.

CORE COMPETENCIES

Design Leadership: Team Building & Coaching · Player-Coach Leadership · Hiring, Calibration & Performance Management · Design Org Strategy · Critique & Quality Bar · Executive Storytelling

Craft & Practice: Interaction Design · Visual Design · Information Architecture · Systems Thinking · Prototyping · Usability Testing · Generative & Evaluative Research · Design Sprints

AI-Native Design: Agentic Experiences · Conversational UI · Generative UI · Human-in-the-Loop Workflows · AI-First Prototyping & Design Ops

Design Systems: Component Libraries · Design Tokens · Pattern Governance · Cross-Team Adoption

Platform & Domain: Enterprise B2B SaaS · Data-Rich Dashboards · Complex Multi-Persona Workflows · Healthcare · Fintech · MarTech

Tools: Figma · Figma Make · Claude Code · Claude Design · Cursor · Codex · GitHub Copilot · MagicPatterns · Lovable · v0 · Midjourney

PROFESSIONAL EXPERIENCE

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|--|-----------------------|---------------------|
| Founder & Principal Product Designer, Tappable Group | San Jose, CA (Remote) | Aug 2025 – Present |
| <ul style="list-style-type: none">Run an AI-native design studio. Lead design strategy and hands-on execution for B2B SaaS clients, prototyping working flows in code with Claude Code, Cursor, Figma, and Figma Make.Search Atlas. Rebuilt the full platform as a working, clickable code prototype using agentic AI tools, covering onboarding, project creation, campaign tracking, execution, and live configuration.Qualified Health. Reworked a healthcare claims-coding platform so it tags and codes insurance claims automatically, with a human-in-the-loop step that keeps coders in control of review and approval.Asana. Set the product and experience vision for Asana's move into marketing, an AI-native platform for running the full campaign lifecycle. Designed agentic, LLM-guided flows that turn plain-language intent into structured projects, automations, and views. | | |
| Director of Product Design & Management, Allergan Aesthetics | Palo Alto, CA | Jun 2023 – Aug 2025 |
| <ul style="list-style-type: none">Led product and design for a practice-management SaaS platform at the global leader in health aesthetics. Managed four cross-functional teams across design, data science, marketing, and engineering.Built the design standards and component library the team used to ship features faster and keep the platform consistent.Redesigned the enrollment flow and cut onboarding from seven days to 24 hours.Designed a new order-placement experience that lifted order volume 30%. Built the Allé loyalty program and a provider training portal that grew enrollment 12% year over year.Prioritized features from research and usage data, raising retention 4%. Briefed executives on product direction and trained PMs to use generative AI in their work. | | |
| Senior Manager, Design & Product, CloudKitchens | Mountain View, CA | Jul 2022 – Jun 2023 |
| <ul style="list-style-type: none">Led design and research for an analytics platform. Ran customer interviews and continuous discovery, and set North Star metrics with engineering, data, and marketing.Designed and built an in-house analytics studio with live instrumentation and automated dashboards. | | |

- Launched a generative-AI support experience that cut inbound calls 17%. Merged several menu builders into one onboarding flow and lifted orders 23%.
- Built prediction and recommendation features that cut churn 8%, tested with cohort experiments across the funnel.

Principal Product Manager, Amazon AWS

Palo Alto, CA

Feb 2022 – Jul 2022

- Designed an AWS cloud-configuration experience that cut database setup time 50% and expanded market share 2%.
- Analyzed competitor architectures and onboarding flows to find usability and growth opportunities.

Head of Product Design, topi

Berlin, Germany

Oct 2021 – Feb 2022

- Built the first product and design teams at a B2B hardware-as-a-service startup. Delivered the MVP and roadmap that secured \$45M in Series A funding.
- Worked with the founders and VCs to raise \$4.5M in seed funding, and shaped early product strategy.

Design & Product Manager, Apple

Cupertino, CA

Jan 2019 – Oct 2021

- Redesigned a partner-facing device-comparison app that generated \$1B+ in upgrade and platform-switch revenue.
- Launched a B2C subscription platform for European retailers that reached \$200M+ in gross profit within six months.
- Designed a channel-partner training system that raised test scores 30% and content engagement 120%.
- Set up prototyping, usability testing, and handoff processes that cut bugs 18%. Coached developers and reviewed their apps at Apple's Worldwide Developer Conference.

Design & Product Manager, Apple + IBM Partnership

Cupertino, CA

Mar 2015 – Jan 2019

- Built the discovery-to-delivery process behind 108 enterprise iOS apps in the first year, across healthcare, finance, insurance, and transportation.
- Created a three-day design sprint that got apps from idea to delivery in 14 weeks. Built AI-driven analytics into B2B apps to automate routine work.
- Trained and mentored 500+ designers and product managers in UX methods.

Senior Manager of Product Design, Manifest

Chicago, IL

Jun 2014 – Mar 2015

- Led a mobile UX overhaul for Allstate Insurance that cut support calls 20%. Designed safe-driver and rewards features with personalized billing and coverage.

UX Architect, Salesforce.com

Chicago, IL

Mar 2011 – Jun 2014

- Led mobile design for Consulting Services clients including Coca-Cola, Dr Pepper, GE, Home Depot, and P&G. Ran discovery workshops to align teams on scope and solutions.
- Designed B2B iPad apps shown at Dreamforce that won new client work.

EDUCATION & CERTIFICATIONS

MSc & BSc, Computer Science — Washington University in St. Louis

Chief Product Officer Postgraduate Program — Northwestern Kellogg School of Management

Product Management: Accelerated — Stanford University

Languages: English (native) · Hebrew (professional working proficiency)