

Siuan McGahan

Product Designer | Human-Centered AI | Product Strategy | Design Leadership

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SUMMARY

I've spent my career helping organizations navigate moments of technological change. From early web applications at NASA and Academy Award-winning visual effects to enterprise software, AI, and cybersecurity, I've translated complex technologies into intuitive, human-centered products. My work spans product strategy, UX research, accessibility, design leadership, and AI consulting. Helping people understand, trust, and confidently use technology is what continues to motivate me as a product designer and design leader.

PROFESSIONAL EXPERIENCE

Independent Product Design & AI Strategy Consultant

2024-Present

- Led UX strategy and product design consulting for OperatorX (now Zepharis AI), translating complex cybersecurity workflows into intuitive AI-powered experiences.
- Facilitated product discovery through design sprints, user research, usability testing, and collaborative feature definition.
- Advised organizations on applying generative AI to internal products and workflows.

Program Lead, Design & Creative Media / Adjunct Professor

2025-Present

Center for Technology, Essex / Community College of Vermont

- Rebuilt the Design & Creative Media program around industry partnerships and emerging technologies, increasing applications by 64% while developing and teaching dual-enrollment courses in UX, visual design, and professional practice.

Principal Product Designer

2021-2024

Deloitte

- Recruited to Deloitte Advisory's newly established DesignOps team after the acquisition of Terbium Labs to establish UX research and user-centered design practices across enterprise products.
- Led and mentored a globally distributed team of nine UX researchers and designers, strengthening design quality across approximately 27 AI, cybersecurity, healthcare, and cryptocurrency products.
- Established scalable UX research and WCAG 2.2 accessibility practices while partnering with executives and cross-functional teams to integrate human-centered design into enterprise product strategy.
- Led product design initiatives for enterprise AI applications, translating complex technologies into intuitive experiences within highly regulated domains.

Senior Product Designer

2019-2021

Terbium Labs

- Led the end-to-end redesign of Matchlight, Terbium's flagship cybersecurity platform, contributing to 500% customer retention growth, 5x analyst productivity, 4x new customer sales, 5-star Gartner reviews, and Deloitte's acquisition of the company.
- Embedded UX research and user-centered design into product strategy, influencing roadmap decisions and strengthening collaboration across Product, Engineering, Sales, Customer Success, and executive leadership.
- Owned product design from research and information architecture through interaction design, prototyping, and executive presentations, helping establish UX as a strategic function across the organization.

Adjunct Professor | 2019–2021

Champlain College

- Taught UX and game design while continuing professional product design practice, bringing current industry methods, tools, and emerging technologies directly into the classroom.

Independent Designer, Interactive Media & Visual Effects Artist

2003–2018

- Built a multidisciplinary design practice spanning visual effects, interactive media, web, and immersive technologies, including visual effects for Academy Award-winning films such as *The Lord of the Rings: The Return of the King* and *The Chronicles of Riddick*, establishing the foundation for a career in product design.

Development Engineer, Web Technologies & Mission Simulation

1997–2003

NASA Jet Propulsion Laboratory

- Designed internal web applications supporting project management for the Cassini mission, partnering directly with scientists and engineers to shape product strategy and user experience.
- Conducted user research, information architecture, usability testing, UX writing, and requirements gathering years before UX became an established discipline.
- Received a NASA Tech Brief Award for contributions to the RecDel System and created early 3D spacecraft and instrument models using Maya

EDUCATION

M.F.A., Fine Art Media

National College of Art and Design, Ireland

B.A., Philosophy

University of California, Los Angeles

Graduate Coursework in Teaching Methods

Vermont State University

PROFESSIONAL DEVELOPMENT / RECOGNITION

NN/g Certification, **UX Management**

NN/g Certification, **UX Research**

NASA Tech Brief Award

Deloitte Facilitator Excellence