

Athen Pellicci

Staff Product Designer

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SUMMARY

Product designer with a computer science degree. I design the patterns many products share, write the rules for using them, and measure whether they are followed and whether they worked. I started as a front-end developer, and I prototype in code with Claude Code.

First design hire at OPEXUS, where I built the design system for ten products, the research practice, and the product analytics function underneath both. Now at The Home Depot, where my team leads the strategy for measuring and reporting the value of UX to executives.

EXPERIENCE

Staff Product Designer, Experience Measurement

The Home Depot | Remote | Feb 2026 – Present

Contract via Synergis; internal title Staff Pendo SME.

- Set the standards behind org-wide reporting on the value of UX, for a UX organization of more than 250 people and 49 applications; my team leads the measurement and reporting strategy at the executive level.
- Make the standards hold: work with teams one at a time, pull our own data on how they use Pendo, set the processes, write the documentation, make the calls, and audit and follow up.
- When a process works, automate it with Claude so it is easy to repeat, as with executive report generation and a quarterly AI audit of how teams follow the standards.

Lead Product Designer (first design hire)

OPEXUS, merged with Caspoint | Washington, DC | Oct 2022 – Nov 2025

- Built one design system for ten products sold to federal agencies, across public records, inspector general, and workforce management, in layers: components, their rules, and the patterns and pages made from them. Development time fell 30%.
- Replaced the search form many products opened on, about twenty parameters before any result, with a results-first pattern: common searches one click away, saved views, and navigation named for the object being searched. Researched in customer workshops and usage data, piloted, then rolled out to the rest.
- Reframed a public records portal brief from faster processing to fewer requests, creating a new paid module. After the requested redesign, designed a second version and prototyped it in code with Claude in two weeks, checking the architecture with engineering; executives chose it for an eight-agency pilot. Requesters see released records before filing, and the form interrupts once with matches and blocks nothing; officers get the same pattern for ML-flagged duplicates and misroutes. Pilot agencies averaged 32% fewer requests in six months.
- Section 508 subject matter expert: wrote accessibility into every component (states, contrast, reflow, focus order, keyboard paths, screen reader output), worked with customers on their own audits, and raised the products from barely WCAG AA to AAA.
- Audited shipped features against the system each quarter with engineering, and tagged off-system features in Pendo by where they lived and how much they were used, to argue for changing or removing them. Presented the method to Pendo at Pedomonium.
- Established the company's first user research practice and Pendo product analytics across more than ten applications, including its first feature-to-revenue attribution, built with revenue operations. Identified \$10M in at-risk ARR; research on FOIA bottlenecks was cited in a Senate Judiciary Committee hearing.

Front-End Developer, then Lead UX Designer

Armedia | Washington, DC | Mar 2021 – Oct 2022

- Sole product designer for MEMS NextGen, the USDA platform managing 500+ annual program reviews. Rebuilt the review, tracking, and compliance workflows from weekly research with regional office staff. Usability up 35%; task completion time down 25%.

Front-End Developer

PoolCalculator | Boise, ID | Jan 2020 – Mar 2021

- Built the front end of a consumer pool-care app for web and mobile, and designed the product. Usage showed pool services would pay about ten times what homeowners would; moved pricing to tiered plans with a free core. Conversion up 18%, retention up 20%.

SKILLS

Design systems: Interaction patterns, component libraries, design tokens, atomic design, object-oriented UX, style guides, governance and audits, accessibility (WCAG 2.1 AA and AAA, Section 508, VPAT)

Product design: End-to-end product design, 0 to 1, interaction and visual design, microinteractions, user research, usability testing

AI and code: Claude Code, Claude skills and agents, AI-assisted prototyping, HTML, CSS, JavaScript, React, Vue, Angular, Python

Analytics and tools: Figma, Framer, Pendo, product analytics, instrumentation, experience measurement, UX-Lite, A/B testing, Salesforce

EDUCATION

B.S. Computer Science, minor in Physics — Boise State University