

DEVON ROHR

Freelance Product Design Lead | 804-241-2628 | devon@devonrohr.com | devonrohr.com

Product design leader with 10+ years of experience in enterprise product design, UX/UI, web design, and design management. Led 3 design teams at Capital One across enterprise data platforms, driving modern UX for complex data workflows, dashboards, and developer tools. Background spans product design, UX strategy, design operations, project management, data visualization, and cross-functional team leadership. Also experienced in web design and art direction for global organizations including The World Bank and UNICEF. Integrates AI tools into design workflows to move faster without losing depth. Available for freelance, contract, and consulting engagements.

Freelance Product Design Lead – Richmond, VA

02/2025 – Present

Self-Employed

- Designing data visualization systems and research publications for Policy Research Solutions (PRESTO), supporting UNICEF projects in West Africa
- Designed and managed websites and landing pages for clients including Daily Ponderables and Pleasant Valley Inn

Capital One – Richmond, VA

Senior Product Design Manager, Enterprise Data Platforms

02/2024 – 11/2024

- Led 3 design teams of 1–2 designers each, managing projects and overall UX for data exchange platforms enabling internal and external access and management
- Collaborated closely with senior leaders across product and engineering, driving enterprise compliance across products and disparate data pipelines
- Brought key design process improvements to legacy departments, bringing modern UX to complicated workflows involving data platforms, visualizations and dashboards

Product Design Manager, Enterprise Data Platforms

02/2021 – 02/2024

- Managed design projects and 3 designers, and created onboarding strategies that integrated 2 platforms onto the internal data exchange platform, ensuring design quality and mitigating data risk
- Created new executive visibility framework, designing dashboards aimed at helping teams prioritize stakeholder goals while improving designer productivity and platform usability

Product Designer, API Platform

09/2017 – 02/2021

- Led the redesign of an internal developer portal to align with the new design system and improve user experience for developers
- Redesigned ownership settings page, achieving 90% data ownership confirmation rate during regulatory audits
- Drove the scaling of the API platform by implementing new features and functionalities, enabling better management of customer data and support for both developers and data scientists
- Conducted user research and testing, created wireframes, mockups, and prototypes with Figma

Senior Art Director, Card Partnerships, New Business

07/2014 – 09/2017

- Designed cross-channel and point-of-sale mockups, using Adobe Creative Suite, for key client pitch meetings, completing projects within days or weeks (Partnerships won: Cabela's)
- Collaborated closely with cross-functional teams, external agencies, and senior-level management

Freelance Art Director/Graphic Design Lead – Richmond, VA

11/2007 – 12/2020

Part-Time

Provided visual design and art direction for global and regional clients on a freelance basis while working full-time roles. Projects included data visualization systems, research publications, brand identity, and print design.

- Clients include: The World Bank, UNICEF, VCU, McCandlish Holton

Big River Advertising – Richmond, VA

09/2011 – 06/2014

Senior Designer

- Collaborated with other creatives and The Virginia Lottery's sales team to establish a cohesive brand identity across retail stores
- Designed cross-channel campaign marketing, retail sales materials, environmental/event footprints, brand point-of-sale, and internal training guides

Skills: Design Leadership, Design Operations, Product Design, UX/UI Design, Web Design, User Research, Data Visualization, Design Systems, People Management, Stakeholder Management, Information Architecture, Prototyping, Wireframing, Design Strategy, Cross-functional Collaboration

Tools: Figma, Adobe Creative Suite, Claude, ChatGPT, Gemini, Perplexity, Elementor, WordPress, Lucidspark, Confluence, JIRA

Education:

Virginia Commonwealth University, Richmond, VA – BFA, Communication Arts & Design; Photography Minor, 2002

General Assembly, User Experience Design Certification, 2017