

Geoff Alday

PRODUCT DESIGN LEADER · DESIGNER · TECHNOLOGIST

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ABOUT

I'm a designer and technologist who makes ideas real so teams can learn what works, make better decisions, and bring meaningful products into the world. I've worked as the founding or sole designer at multiple companies and inside larger design and product organizations across healthtech, fintech, edtech, martech, entertainment, and ecommerce. I partner with leadership to shape strategy, launch products used by millions, and scale the business.

HOW I WORK

Design and technology are my materials. I use them to explore product direction, develop intuition about a problem space, uncover constraints, and help people decide what to ship and why.

I work with whoever the problem requires: product, engineering, leadership, sales, support. I like to make prototypes people can poke at, not specs or decks to debate. A good one can sell a vision, validate a bet, or kill an idea before it gets expensive.

That's why I keep doing this. The problems change, the tools change, but there's always ambiguity to cut through and turn into something meaningful.

HIGHLIGHTS

- **Emma:** Led design of the first drag-and-drop email editor, establishing a new market standard
- **VF Imagewear:** Led design of a B2B platform that reached \$120M ARR
- **Ticketmaster:** Redesigned core commerce workflows, increasing revenue 52% year-over-year
- **Lirio:** Led cross-functional vaccination program that drove 4M vaccinations for retail pharmacy client
- **Watershed:** Took a learning analytics platform from technical PoC through acquisition
- **Informa:** Sole designer of CompliancIQ, a key driver of acquisition
- **Lirio:** Built product vision prototypes and PoCs that helped land multi-million dollar contracts

EXPERIENCE

Lirio · Director of Product Design · Founding Product Designer · 12/2019 – Present

- Built product vision prototypes and technical proofs of concept used in sales and product exploration, helping close multi-million dollar contracts and inform engineering decisions
- Partnered with leadership to define product direction and platform structure, acting as the primary design voice as the company scaled
- Designed platform workflows supporting millions of patient interactions across healthcare programs, balancing patient experience, healthcare constraints, and operational scale
- Introduced and taught LLM-based product and design workflows, accelerating development and expanding what the team could realistically build
- Defined the product development process for a cross-functional “Factory” team, improving alignment from intake to delivery

First Horizon · Director of Product Design · Short term incubator engagement · 5/2019 – 12/2019

- Defined product vision and designed the MVP for a B2C platform that helped caregivers manage medical finances, taking it from concept to working prototype
- Ran fast research and prototyping cycles to validate product-market fit within a tight incubator timeline
- Built front-end UI patterns directly in code, partnering closely with engineering to accelerate development and eliminate design-to-dev handoff friction

Watershed (Acquired) · Principal Product Designer · Founding Product Designer · 12/2013 – 4/2019

- Took a B2B analytics platform from blank canvas to acquisition, owning design across every stage of growth
- Designed data visualization systems that replaced traditional BI tools for enterprise customers, turning complex datasets into decision-ready views
- Prototyped integrations, with voice and VR, to demonstrate future platform capabilities and expand how the market understood the product
- Partnered with executive leadership on product strategy and roadmap, shaping company direction beyond design

Emma · Product Design Lead · Team Lead · 6/2009 – 12/2013

- Led Emma's entry into mobile with the company's first iOS app, an iPad tool businesses used to grow email lists at events and in storefronts
- Led design and launch of the industry's first drag-and-drop email editor, establishing a new market standard for how marketers built campaigns
- Scaled interaction systems and maintained consistency for a large-scale messaging platform, used by commercial marketing teams, during rapid product growth
- Co-led an innovation team that researched, prototyped, and vetted experimental product ideas, feeding a pipeline of concepts into the roadmap

Ticketmaster · User Interface Designer · 8/2007 – 6/2009

- Redesigned high-traffic commerce workflows, increasing conversion and contributing to 52% year-over-year revenue growth
- Served as the sole designer for the platform layer powering the fan and artist ecosystem, creating the foundation other teams built on
- Replaced manual processes with self-service artist tools, reducing operational overhead and scaling without additional headcount
- Designed compliant sign-up flows that eliminated underage access risk and addressed legal exposure

PRIOR EXPERIENCE

VF Imagewear (B2B ecommerce, \$120M ARR)

Informa (Fintech compliance, Acquired)

KTG (CMS platform, Acquired)

EDUCATION

B.S., Computer Animation, Art, & English · Middle Tennessee State University