

# River Romney

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## SUMMARY

Innovative, results-driven design leader specializing in design systems, cross-platform product design, and data-driven user experience strategy. Combines technical fluency in Figma, React, and multi-platform UI with a strong record of leading large-scale design system transformations that improve efficiency, accessibility, and visual coherence across enterprise products. Recognized for building inclusive design cultures, mentoring teams, and aligning creative vision with business strategy to deliver measurable impact.

## EXPERIENCE

**Principal UI/UX Designer, Design Systems** | Capital One, San Francisco, CA September 2024 - October 2025

- Orchestrated design strategy for an internal enterprise data platform, streamlining cross-business research collaboration with analysts and enabling more consistent, data-driven decision-making across functions.
- Spearheaded integration and migration initiatives to unify the design language across data decisioning products, enhancing user experience, promoting accessibility, and driving adoption of standardized data visualization practices enterprise-wide.

**Lead Product Designer, Design Systems** | OPENTABLE, San Francisco, CA August 2019 - March 2024

- Spearheaded the strategic roadmap and evolution of a design system adopted by six product teams (iOS, Android, Web), improving UI consistency, reducing design debt, and scaling strategic visual and brand initiatives across digital platforms.
- Built and led a Design System Ambassadorship Program, empowering designers to contribute new components, provide feedback on system needs, and champion accessibility and inclusivity best practices enterprise-wide.
- Drove collaboration between design and engineering teams, proposing system improvements, aligning on scalable patterns, and spotlighting cross-functional achievements in a monthly internal newsletter reaching 500+ employees.
- Unified design language across two major product lines, enhancing UI quality and coherence, with measurable results including a 25% increase in team efficiency and consistency within 18 months.

**Senior Product Designer** | OPENTABLE, San Francisco, CA August 2019 - March 2024

- Delivered cross-platform design solutions spanning reservations, guest data, table management, floor plans, and hospitality tools, collaborating across consumer and restaurant teams. Achieved 80% of new feature OKRs, improving operational efficiency and user experience across three or more business lines.
- Led design thinking workshops and iterative workflows to create high-impact product and content design solutions, including online availability, COVID response tools, and multilingual booking policy support, reducing reliance on legacy software by 35%.
- Utilized forward-thinking “blue sky” design concepts addressing pandemic-era challenges and moving product direction.
- Strengthened communication and collaboration across remote design, product, and engineering teams, enhancing process transparency and shared product understanding organization-wide.

**Product Designer** | EPIC!, Redwood City, California April 2018 - December 2019

- Increased annual subscriptions by 53% through redesigned term subscription pages, boosting LTV/CAC by 14% and driving sustainable revenue growth.
- Led end-to-end product design for the “Magic Zoom” comic book reading experience, improving accessibility and raising comic completion rates by 11%.
- Designed and launched daily reading goals using gamification and behavioral feedback loops, encouraging positive reading habits and increasing daily engagement by 6% among young users.

**Interaction Designer** | EXPERTVOICE, Salt Lake City, Utah September 2015 - March 2018

- Boosted brand engagement by 17 minutes per session for top outdoor brands like The North Face through interactive, cross-platform training experiences (iOS, Android, Web) and data-driven design strategy.
- Partnered cross-functionally with PMs and content teams to translate market insights into 15+ end-to-end brand experiences, from research and wireframes to launch, strengthening user participation across retail categories.

## SKILLS

**Design Leadership:** Design Systems Strategy & Governance • Cross-Functional Team Leadership • Accessibility & Inclusive Design • Design Ops & Workflow Optimization

**Product & Experience Design:** User Experience (UX) • User Interface (UI) • Product Design (iOS, Android, Web) • Data-Driven Design

**Technical Tools:** Figma • Sketch • Adobe XD • HTML • CSS • React • JavaScript

## EDUCATION

**Bachelor of Fine Arts: Photography & Digital Imaging** University of Utah • Salt Lake City, Utah • 2014

*Dean's List, 2014 • Carmen Morton Christensen Scholarship Award Winner*

**Associate of Science: General Studies** Salt Lake Community College • Salt Lake City, Utah • 2011