Lennon Richards

Product Designer

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PROFESSIONAL EXPERIENCE

Product Designer

Swift | Apr 2024 – Present

- First hire and sole designer; team grew 4 to 16; 600+ facilities; 130k+ bookings a month.
- Designed 250+ dev-ready screens in Figma for the React Native consumer booking app. Acted as main QA and product manager through launch.
- Designed and shipped the role-aware, data-dense Home dashboard (metrics and charts) for facility owners, admins, staff, and instructors, adapting to each facility's setup stage and plan. Owners check it daily.
- Led adoption of a shadcn/ui and Tailwind design system, shipping the component library to production through weekly PRs (React, TypeScript) with Claude Code and Conductor.
- Built Surge, an internal prototyping tool that pulls production context into code, and 30+ prototypes across 190+ PRs since March 2026, from booking flows to Notification Center.
- Designed Swift's first AI features: AI receptionist, AI suggestions, and admin assistant chatbot.
- Directed and edited testimonial videos in CapCut. Made launch visuals and website animations.

Product & Web Designer

Freelance | Sep 2024 – Present

- Statsyuk: designed a mobile app onboarding concept, mini design system, and brand identity, art-directing a contracted logo designer to the final concept.
- Designed and shipped websites for sports professionals on Framer and Webflow.

Director, Business Operations & Pitching

Baseball Development Group | Sep 2019 – May 2023

- Developed 300+ athletes using Trackman, Rapsodo, HitTrax, and Pulse data: 47 earned Division 1 scholarships, 16 played for Team Canada, 2 were drafted by MLB.
- Doubled gross revenue of the High Performance program from 2020 to 2022.
- Ran social media marketing: directed, shot, and edited short-form video in Premiere Pro.

Product Consultant

3MotionAI | Apr 2021 – Sep 2021

- Shaped Checkpoints for the iOS app and web dashboards: flagged athletes' joint positions red, yellow, or green (e.g., elbow flexion at footplant) so coaches could back up cues with data.
- Launched educational posts and webinars tying the data to coaching cues. Co-led monthly beta focus groups.

SKILLS

Design: Figma, Framer, Webflow
Front-end: React, React Native, TypeScript, CSS, Tailwind CSS, shadcn/ui
Video: Adobe Premiere Pro, CapCut
AI tools: Claude Code, Cursor, Conductor

EDUCATION

B.A. Communications (incomplete)

Wilfrid Laurier University | Varsity Baseball, OUA Academic Award

UX Design Certification (UXDC)

BrainStation | Aug 2025