

Cassie Hoover

Manager, Product Design · Drata

cassie.design · Wilmington, NC · Open to new roles

Principal Product Designer and Design Manager with 14+ years shipping SaaS products for enterprise and consumer markets. Equally comfortable leading cross-functional teams and doing hands-on IC work — with a track record of driving measurable business outcomes through research-led, systems-oriented design.

EXPERIENCE

Manager, Product Design · Drata

Sep 2025 – Present

- Lead a cross-functional design team across multiple product pillars, driving strategy and maintaining alignment through broad roadmap visibility.
- Player-coach model: active IC contribution alongside people management — mentoring direct reports and elevating design quality across the org.
- Architected an AI-powered DesignOps workflow using Claude — automates 1:1 prep, tracks OKRs and career development, and delivers weekly Slack coaching digests.
- Mapped team growth to a structured design competency framework, enabling transparent, data-informed career pathing conversations.
- Championing a shift from static Figma deliverables to high-fidelity interactive prototypes built with AI, accelerating design-to-dev handoff.

Senior Product Designer II · Drata

Mar 2023 – Sep 2025

- Led a full redesign of Monitoring & Remediation, conducting **15+** customer interviews to validate workflows and improve enterprise usability at scale.
- Created Drata's Design Principles through cross-functional stakeholder workshops, establishing a shared foundation for design decision-making.
- Drove DesignOps improvements by reconfiguring critique and product meetings within the Double Diamond framework, improving feedback quality across the org.
- Peer-voted "Best UX Award" two consecutive years for excellence in design leadership and impact.

Principal Product Designer · nCino

Aug 2022 – Mar 2023

- Led product design across **5** scrum teams, delivering enterprise SaaS features adopted by **30,000+** financial professionals.
- Conducted **50+** user interviews, contextual inquiries, and usability tests; synthesized insights in Dovetail to guide product strategy.
- Increased feature adoption by **25%** through targeted workflow improvements in partnership with engineering and product.
- Built and documented **20+** reusable components, improving design-to-dev efficiency by **40%**.

Senior Product Designer · nCino

Aug 2020 – Aug 2022

- Acted as Subject Matter Expert across **3** product areas, ensuring alignment between business goals and customer needs.
- Partnered with engineering and product to ship enterprise-grade features across a complex, compliance-driven platform.

Senior Product Designer · Events.com

Oct 2016 – Aug 2020

- Designed web application features that helped scale Events.com revenue from **\$0** → **\$100M**.

- Led end-to-end design for the Events.com mobile app and white-labeled client apps — IA, UX, wireframes, UI, prototyping, and testing.
- Established brand standards and design guidelines that reduced design debt by **30%** and improved cross-team consistency.
- Conducted usability studies with **100+** customers to validate designs and improve conversion and retention.

EARLIER EXPERIENCE

Interactive Designer · SaveOnResorts.com · 2013–2014

Designed UX and visual systems for web and mobile products serving 70,000 members within 6 months of launch. Built wireframes in HTML/CSS; created style guides for 6 company brands.

Interactive Designer · Treeline Interactive · 2011–2013

Designed iOS and Android apps for 6 national ski resort clients. Managed 4 accounts end-to-end from brief through delivery.

SKILLS & TOOLS

Design & Strategy

Product Thinking

Systems Design

UX Research

Information Architecture

Interaction Design

Accessibility (WCAG)

Leadership & Process

People Management

Stakeholder Workshops

DesignOps

Agile / Scrum

Journey Mapping

Usability Testing

Tools

Figma

Framer

Dovetail

Miro

HTML / CSS

Claude / AI tooling

Education

BFA, Magna Cum Laude

West Virginia University

2010