# TERRY GERMANY

**Principal Product Experience Architect | Product Design, Human-Centered AI & Design Engineering**
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Principal product designer and hands-on design engineer with 27 years of experience and a founder's perspective. Led digital assistance across 12+ customer journeys and 15+ teams at State Farm, shaped full-screen playback for Apple Music, and designed and built Cisco's original venue controls. Moves between product strategy and working software: sets direction with leaders, tests the hard decisions with users, and works alongside engineers until the interaction holds up in code.

## SELECTED PORTFOLIO WORK

State Farm · AI server management — Designed a live operator workflow for tracing an alert to a server, inspecting the evidence behind an AI recommendation, and deciding whether to approve a fix. Recreated the experience in React for the portfolio.

UpGather · Event operations — Designed a workspace that brings speakers, sponsors, agendas, and registration together so producers can see what is holding up publication.

Riff Companion · Design in code — Built a game-day prototype in React and TypeScript. Linked Figma components to code and tested their states in Storybook with Playwright.

## CORE EXPERTISE

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| UX RESEARCH & SYNTHESIS | INFORMATION ARCHITECTURE | AI-ASSISTED DEVELOPMENT |
| INTERVIEWS & USABILITY TESTING | HUMAN OVERSIGHT & RECOVERY | DESIGN SYSTEMS & ACCESSIBILITY |
| DESIGN TOKENS & STATES | CROSS-PLATFORM DESIGN SYSTEMS | FIGMA CODE CONNECT |
| FUNNEL ANALYSIS & A/B TESTING | RESPONSIBLE AI DESIGN | REACT & TYPESCRIPT |

## PROFESSIONAL EXPERIENCE

### State Farm — Senior Experience Lead, AI & Digital Assistance — Nov 2025 – Oct 2026

RESEARCH & EXPERIMENTATION • CUSTOMER JOURNEYS • RESPONSIVE DESIGN SYSTEMS

- Set the digital assistant strategy for quoting, service, and registration. Defined which tasks customers could finish independently, where the assistant could guide them, and when a person should take over.
- Mapped registration redirects, identity checks, and failed attempts. Defined when customers could retry and when to offer human help, giving content and engineering teams a common recovery flow to implement.
- Built the Digital Assistant Design Kit across desktop widgets, side panels, and full-page mobile experiences. Specified states, redirects, retries, and escalation, then reviewed React and Svelte implementations for consistency.
- Prototyped competing quoting and onboarding flows with Claude Code, Codex, and Figma Make. Partnered with Research and Data Science on usability studies and an Optimizely A/B test of how customers discovered the assistant.
- Used working prototypes in executive reviews to agree on what could ship first and which capabilities belonged on the three- and six-month roadmap. Made those tradeoffs visible to Product, Research, and Engineering.

### Scoop News Group — Principal Product Experience Architect — Dec 2023 – Sep 2026

DISCOVERY • INFORMATION ARCHITECTURE • CONTENT WORKFLOWS

- Led discovery, information architecture, and interaction design for UpGather. Organized speakers, sponsors, agendas, and registration around the producer's most pressing question: what still needs attention before this event can go live?
- Connected Figma tokens and component states to responsive React prototypes in Storybook. Designers and engineers tested the same components with real layout constraints and resolved differences in behavior before handoff.
- Worked with Google engineers on a shipped search experience powered by Gemini on Vertex AI. Explored how to show the source behind an answer so users could check it before relying on it.

### Innovation Refunds — Lead Product Designer — Dec 2022 – Nov 2023

FINTECH • CUSTOMER ONBOARDING • DOCUMENT INTAKE

- Combined applicant interviews, usability findings, and funnel data to identify where people got stuck during qualification, onboarding, and document intake.
- Designed reusable forms and recovery steps for incomplete submissions so applicants could see what was missing and reviewers could identify the next action.
- Partnered with tax specialists on an AI copilot concept. Defined when it should ask a clarifying question and when a tax professional needed to review the answer.

## SELECTED PRODUCT & PLATFORM EXPERIENCE

### Apple — Senior Product Designer, Contract — Jun 2022 – Nov 2022

APPLE MUSIC & TV • CONSUMER PRODUCT CRAFT • ACCESSIBILITY • SHARED COMPONENTS

- Contributed across Apple Music and Apple TV on iOS, macOS, tvOS, and web. Translated moderated research into interactive prototypes for Apple Music's iOS 16 full-screen player and tested the transitions on devices.
- Mapped discovery, Now Playing, and Up Next into a layered playback experience. Prototyped how the queue opened, what stayed visible, and where listeners returned after checking the next track.
- Worked with engineers on typography and text scaling for a real-time vocal feature. Reviewed legibility at different sizes during playback, bringing accessibility into the interaction review.
- Helped migrate playback and navigation components from Sketch into a shared Figma library. Documented how controls and transitions should behave so designers and engineers could apply the same standards across screens.

### OneOf / Superlogic — Lead Product Designer — Oct 2021 – Dec 2022

MOBILE COMMERCE • WALLETS • TRANSACTION RECOVERY

- Designed marketplace, wallet, checkout, and rewards journeys for iOS and Android. Created reusable confirmation and recovery patterns so members could tell whether a transaction had completed and what to do next.

### Full Beard Media — Lead Product Designer — May 2014 – May 2022

CONNECTED VENUES • CROSS-PLATFORM UX • DESIGN ENGINEERING

- Led UX for suite and club experiences across 300+ venues. Connected guest-facing mobile and tablet controls with staff workflows for equipment, signage, and point of sale. Contributed front-end implementation for controls and telemetry.

### Cisco — Lead Product Designer — Feb 2007 – Mar 2014

CISCO VISION & MOBILE • CONNECTED INFRASTRUCTURE • MONITORING & RECOVERY

- Designed and built the original Smart Controller and monitoring dashboard for SESG, a startup within Cisco. Guests controlled their environment from their seats while operators monitored equipment and investigated failures.
- Designed a centralized signage and video distribution interface for venues, enterprises, and retail spaces. Operators could manage video and HTML5 content across displays from one place.
- Partnered with systems engineers to connect controls for TVs, lighting, and HVAC to equipment feedback. Translated telemetry into device status, alerts, and recovery steps for venue staff.

## ADDITIONAL LEADERSHIP & ENTERPRISE EXPERIENCE

- **PMY Group | Innovation & Design Lead, Apr 2019 – Oct 2020.** Led design for cybersecurity dashboards, smart venues, and IoT analytics. Mentored designers and aligned teams on what operators needed to see.
- **Elevance Health / Availity | Jun – Sep 2023.** Designed healthcare analytics dashboards that connected summary measures to the details operations teams needed to investigate.
- **TracyLocke | Jun 2018 – Feb 2019.** Led interactive brand design for Audi, Samsung, and T-Mobile. Adapted Audi EV exploration for phones, showroom kiosks, and digital signage.
- **Alpha Video | Oct 2014 – Sep 2017.** Led enterprise dashboard research and UX, developed component libraries, and worked with engineers on React implementation patterns.

## STRATEGY, RESEARCH & TECHNOLOGY

**Design leadership** Roadmap planning, prioritization, mentorship, executive presentations, design critiques, and implementation reviews.

**Research & measurement** Discovery, moderated usability testing, journey mapping, funnel analysis, Optimizely A/B testing, and research synthesis.

**Design engineering** Figma, Code Connect, React, TypeScript, Next.js, and Storybook. Playwright and GitHub Actions for component testing. Figma Make, Claude Code, and Codex for rapid prototyping.

## EDUCATION & RECOGNITION

Google UX Design Professional Certificate • UX Mentorship, Texas Christian University (2019) • Webby Award • Multiple graphical user interface design patents at Cisco

## ENTREPRENEURSHIP

Founded and sold a technology business.