Margaret Thomas

Principal Product Designer | Product Design Leader

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SUMMARY

Product design leader with 25+ years of experience across healthcare, consumer marketplaces, connected fitness, sports tech, and consumer products. Leads end-to-end product work from research and strategy through shipped software, with measurable gains in activation, conversion, and retention. Builds AI-enabled workflows that shorten the path from spec to working prototype.

EXPERIENCE

ITO Health, PBC | Hybrid

Head of Product — Jan 2026 - Present

Product Designer, Contract — Nov 2025 - Dec 2025

- Lead product management, design, and creative for Medicaid enrollment and care coordination software, owning UX, research, release quality, analytics, and launch.
- Designed the MediKey navigator worklist and patient-level Control Center, turning state eligibility data into a prioritized daily queue for health system customers.
- Launched HealthEligible (healtheligible.org), a mobile-first benefits screener covering four Rhode Island programs, built to WCAG 2.1 AA.
- Built a spec-to-prototype workflow that turns Figma specs into functional prototypes with Claude Code, now used by engineering as the source of product intent.

Gametime | Remote

Principal Product Designer — Aug 2025 - Jan 2026

Lead Product Designer, Contract — Apr 2025 - Jul 2025

- Led end-to-end product design for consumer and marketplace experiences, partnering cross-functionally to turn strategy into shipped work.
- Introduced AI-enhanced research synthesis and automated design token generation, reducing manual effort and improving consistency.
- Partnered with engineering to pilot AI APIs and workflows that surfaced user insights and informed prioritization.
- Established reusable systems and patterns and mentored designers on craft and process.

WIN Reality | Remote

Lead Product Designer — May 2023 - Jan 2025

- Led design strategy across mobile, web, and VR for youth athletes, parents, and coaches, and helped define the product roadmap with product, engineering, and leadership.
- Redesigned onboarding, training plans, progress tracking, and engagement features; mobile conversion rose 40% and VR retention rose 17%.
- Ran 30+ user interviews and usability tests to define personas and prioritize pain points.
- Built the company's first design system, spanning three platforms, and turned AI swing analysis into clear feedback for players at every skill level.

Zwift | Los Angeles, CA

Sr. Manager, Product Design & UX, Growth Nov 2021 – Nov 2022
Lead, Product Design & UX Nov 2020 – Nov 2021
Product Designer, Contract Jul 2020 – Nov 2020

- Led the Growth design team across acquisition, onboarding, conversion, and hardware integration, partnering with product leads to shape roadmaps.
- Increased new user activation 53%, checkout conversion 11%, and subscription rate 15.5 percentage points, and reduced time to conversion 40%.
- Coached and grew designers, set career development plans, and made the case for headcount.

Incipio Group | Irvine, CA

Director of Design Dec 2017 – Sep 2019

- Set product design and UX strategy for Incipio, Griffin, and Survivor, plus licensed lines for Kate Spade, Coach, Under Armour, Google, and Microsoft.
- Established an insight-led design process with rapid proof-of-concept sampling and testing; development cycles shortened 35% and SKU adoption rose 15%.

Nike Equipment (JR286) | Los Angeles, CA

Global Design Manager Sep 2013 – Aug 2017

- Grew the design team from 2 to 12 and set seasonal design direction for Nike and Hurley across global sports categories.
- Doubled revenue and market share for Nike Hydration and Football mouthguards in two years.
- Delivered double-digit year-over-year global revenue growth for four years and raised average global margin 34%.

Earlier Experience

- Product Designer, The Outdoor Recreation Group (2012 – 2013): grew Walmart annual revenue 14% with an 8-peg style expansion.
- Lead Design Consultant, Pandun Inc. / Toughbuilt (2011 – 2012); Senior Product Designer, Targus (2008 – 2011).

EDUCATION

MS, Integrated Design, Business and Technology | USC Iovine and Young Academy 2020
BFA, Industrial Design | Rhode Island School of Design 2000
Master Certificate, Human-Computer Interaction and Management | Nielsen Norman Group 2019

ADDITIONAL

Co-founder and Product Designer, mygoodness, a 501(c)(3) building accessible tools for giving 2020 – 2025

SKILLS

Product strategy, end-to-end product design, UX research, usability testing, design systems, prototyping, AI-enabled design workflows, experimentation, data-informed design, accessibility (WCAG 2.1 AA), growth and marketplace design, healthcare workflows, cross-functional leadership, team building, mentoring, Figma, Claude Code