Athen Pellicci, Senior Product Designer

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What I'm about

I build design practices that drive measurable business outcomes.

At OPEXUS, I founded and scaled product design through a Thoma Bravo-backed merger with Casepoint, integrating two product suites that over 70 government agencies rely on daily. I created our first design system, introduced Pendo analytics to quantify feature value, and shipped dozens of successful redesigns. Before that, I led product design for a $110B GovTech platform.

At its core, product design is problem solving through systems thinking. The bigger the problem, the more complex the system, the more rewarding it is to solve. I'm obsessed with using data to refine a hypothesis before building elegant, tasteful solutions that are user friendly, purpose built for the task at hand, and rooted in empathy.

I'm looking for high-agency roles in product organizations that need help solving the right problems, scaling fast, and proving value to the board.

What I'm good at

Design: Design Systems • Product Design • UX Strategy • Pendo Product Analytics • User Research • Prototyping • Usability Testing • Figma • Sketch • Lovable/Framer

Technical: HTML • CSS • JavaScript • React • Vue • Angular • Python (Data Analysis)

Specializations: 508/WCAG Accessibility • Agile/SAFe • Cross-Functional Leadership

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My experience

Lead Product Designer at OPEXUS/Casepoint in Washington, DC from Oct 2022 to Nov 2025

- Founded and scaled OPEXUS's UX practice from scratch, establishing design as a strategic function with direct C-suite reporting. My research on FOIA workflow

bottlenecks influenced Thoma Bravo's acquisition strategy and was presented to the U.S. Senate Judiciary Committee.
- Built the OPEXUS Design System in Figma, creating unified, 508/WCAG-compliant standards across 10+ products that increased design-to-dev efficiency by 40% and served 8,000+ users across 70+ government agencies.
- Owned Pendo product analytics across 5 products, establishing the company's first feature-to-revenue attribution system. Set north star metrics, conducted retrospectives, and reported to the board biweekly -- giving design quantifiable business impact.
- Led post-acquisition integration, managing offshore design teams and preventing $10M in ARR churn through strategic workflow redesigns and an in-person usability testing program with at-risk enterprise customers.
- Redesigned hundreds of critical workflows through user research and usability testing, reducing user error rates by 30% and improving task completion speed by 50%.
- Championed cross-functional design practices, presenting at industry conferences and leading design reviews with Product, Engineering, Sales, and Marketing -- elevating design from execution to strategic planning.

Lead User Experience Designer at Armedia in Washington, DC from Mar 2021 to Oct 2022

- Served as sole product designer for MEMS NextGen, a $110B USDA platform managing 500+ annual program reviews across food assistance programs nationwide. Improved system usability by 35% and reduced task completion time by 25% through systematic workflow redesigns validated with government users.
- Led weekly user research sessions with USDA FNS regional office personnel, identifying pain points in the legacy ME Tool system and translating findings into features that modernized review management, tracking, and compliance workflows.

Product Designer at PoolCalculator in Boise, ID from Jan 2020 to Mar 2021

- Identified through data analysis that professional pool service users had 10x higher willingness to pay than home owners. Redesigned the business model from per-pool pricing to a tiered subscription that increased conversion by 18% and retention by 20% while keeping core features free for casual users.

UX Researcher at Boise State HCI Lab in Boise, ID from Sep 2017 to Mar 2020

UX Intern at Forsta in Boise, ID from Sep 2018 to Dec 2019

My education

B.S. in Computer Science, Minor in Physics, French Certification from Boise State University

Product Discovery Certification from Pendo

My work

Contact me to see additional NDA-restricted projects.