
Hello,
I'm **Roland**.
I shape product direction, build teams, design experiences, and prototype in code to bring intelligent products to life.

About me

I bring together product strategy, design leadership and technical execution to help organizations turn complex ideas into useful, accessible and intelligent products. I work at the intersection of human-centered design and emerging technology, building products, growing teams and establishing design practices that scale.

I started my career at Siemens AG in Munich, designing UI/HMI prototypes for emerging hardware and smart devices in an innovation lab. In 2006, I moved to the US to pursue my passion for creating better experiences through technology and product design.

Over the years, I've worked across startups, agencies and established product organizations, designing and evolving digital products, platforms and services. I partner closely with founders, product leaders and engineering teams to turn complex challenges into clear product experiences.

I've built design teams from the ground up and led them through periods of rapid growth. I enjoy mentoring designers, developing talent and creating the conditions for people to do their best work.

I see design as a collaborative discipline and a strategic tool. It brings different perspectives together, challenges assumptions and helps uncover opportunities that might otherwise be missed.

I'm equally interested in how we build products and how we build the teams behind them. Today, that means rethinking product design operations with AI agents and MCP integrations, automating research, prototyping, documentation and delivery while keeping human judgment and craft at the center.

Outside of product work, I teach UX and emerging technology at the university level, mentor at hackathons and speak about inclusive design, accessibility and the evolving relationship between people and technology.

Time Machine · 2024–Present
Head of Product Design
Founding designer; built the AI-powered learning platform from initial concept to market launch.

Shop-Ware · 2020–2023
Head of Product Design
Built and scaled the design organization through Series A and B growth and acquisition.

Virtual Facility · 2019–2020
Lead Product UX Designer
Built the in-house design team, research practice and product design pipeline.

Grailed · 2019
Product Design Lead
Led product design initiatives focused on trust, marketplace integrity and buyer-seller experiences.

Studio.zeldman · 2016–2019
Design Director
Led UX and information architecture, shaping product and digital experiences for major clients.

Teaching & recognition

I teach UX/UI in emerging technology as adjunct faculty at NYIT, and previously taught interaction design for AR and VR at SVA. With Samsung, I taught native Android development to 650+ students across ten U.S. states.

I've been a guest lecturer and mentor at MIT, Harvard, Parsons, NYU and Cornell, and I'm a member of the W3C, Mozilla Tech Speakers and XR Access.

Awards include Best App for Accessibility at the MIT Reality Virtually Hackathon (2019), WebVR First Prize at the Sketchfab NYC WebVR Hackathon (2017), the NYC BigApps Award (2014) and an Awwwards Interactive Award (2013).



Featured case studies

I build and lead product design across early-stage startups and growing product organizations.
Here are a few projects that demonstrate how I approach complex challenges, build teams and turn ideas into products.



Joined as the founding designer and shaped an AI-powered learning platform from early concepts to market launch, partnering directly with the founders on product vision and strategy.

Time Machine, 2024–Present



Built and scaled the Product Design Team, partnering across Product, Engineering, Marketing and Sales to evolve the platform and support rapid company growth.

Shop-Ware, 2020–2023



Built the in-house design team and transformed an outsourced sales prototype into a production platform used by paying customers.

Virtual Facility, 2019–2020



Led product design initiatives to strengthen marketplace trust and improve communication and relationships between buyers and sellers.

Grailed, 2019

TIME MACHINE

Time Machine is an AI-powered learning and enablement platform that captures organizational knowledge and turns it into personalized training, interactive simulations and performance assessments.

My Role

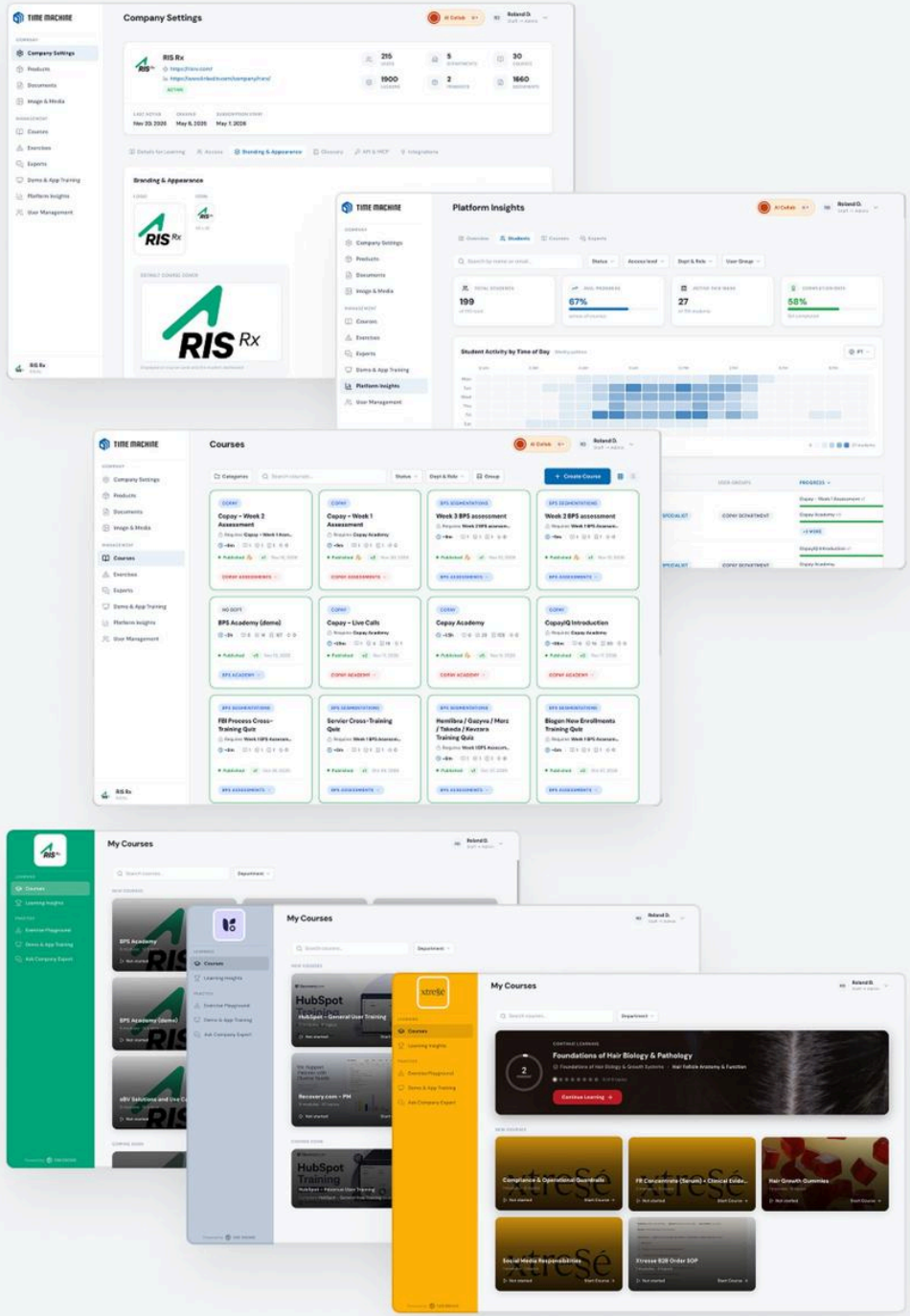
Joined as the founding designer and built product design from the ground up. Partnered directly with the founders on product strategy, UX, product direction and the evolution of the platform from concept to launch.

Challenges

Turning an early-stage AI concept into a cohesive product meant solving several challenges at once: defining a clear product vision, designing for different user roles, making complex AI capabilities understandable and building trust in AI-generated content. I worked closely with the founders and engineering team to navigate evolving technology, limited resources and rapid iteration while establishing the product experience and design practices needed to scale.

Outcomes

Launched the product to market in under **9 months** and grew it to **45+ paying customers**. Built an AI-powered learning platform that connects knowledge sharing, personalized training, realistic practice and competency assessment. Customers report **20–50% shorter sales ramp times** and up to **90% less manual training overhead**. Dazos reported a **40% reduction in sales ramp time** and an **80% reduction in leadership time spent on training**.



TIME MACHINE

AI AVATAR ROLE PLAYS & DEMOS

Gives sales reps a realistic environment to practice discovery, objection handling, pricing and closing with AI buyer personas. Supports text, voice and video interactions across different levels of difficulty, including live product demos.

My Role

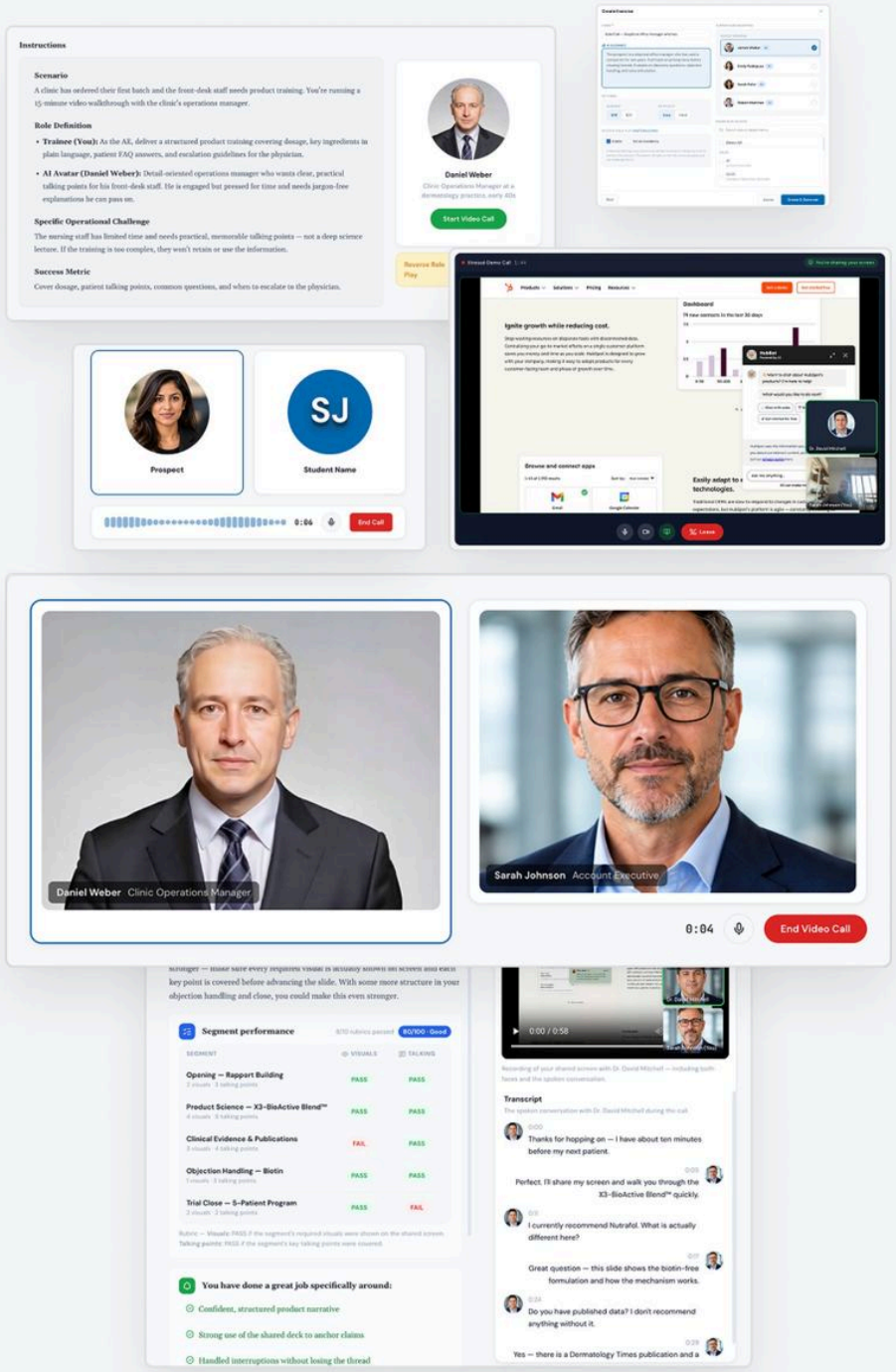
Designed the end-to-end experience, from scenario discovery and persona selection to live practice sessions, interaction controls and personalized feedback.

Challenges

Practice needs to feel safe enough to experiment and realistic enough to build real-world skills. The experience had to support different communication modes, create believable buyer personas, make difficulty levels meaningful and provide useful feedback based on each interaction. Crucially, it needed to assess whether reps could apply their knowledge, not simply recall training content.

Outcomes

Created a simulation experience that helps reps demonstrate product knowledge, articulate value propositions, handle objections and build confidence before engaging real customers. Time Machine customers report **20–50% shorter ramp times**, comparing time to productivity against a comparable baseline or control group.



TIME MACHINE

AI COLLAB

An AI agent that transforms company documents, call recordings, presentations and playbooks into structured, role-based learning experiences, keeping training aligned with evolving company knowledge.

My Role

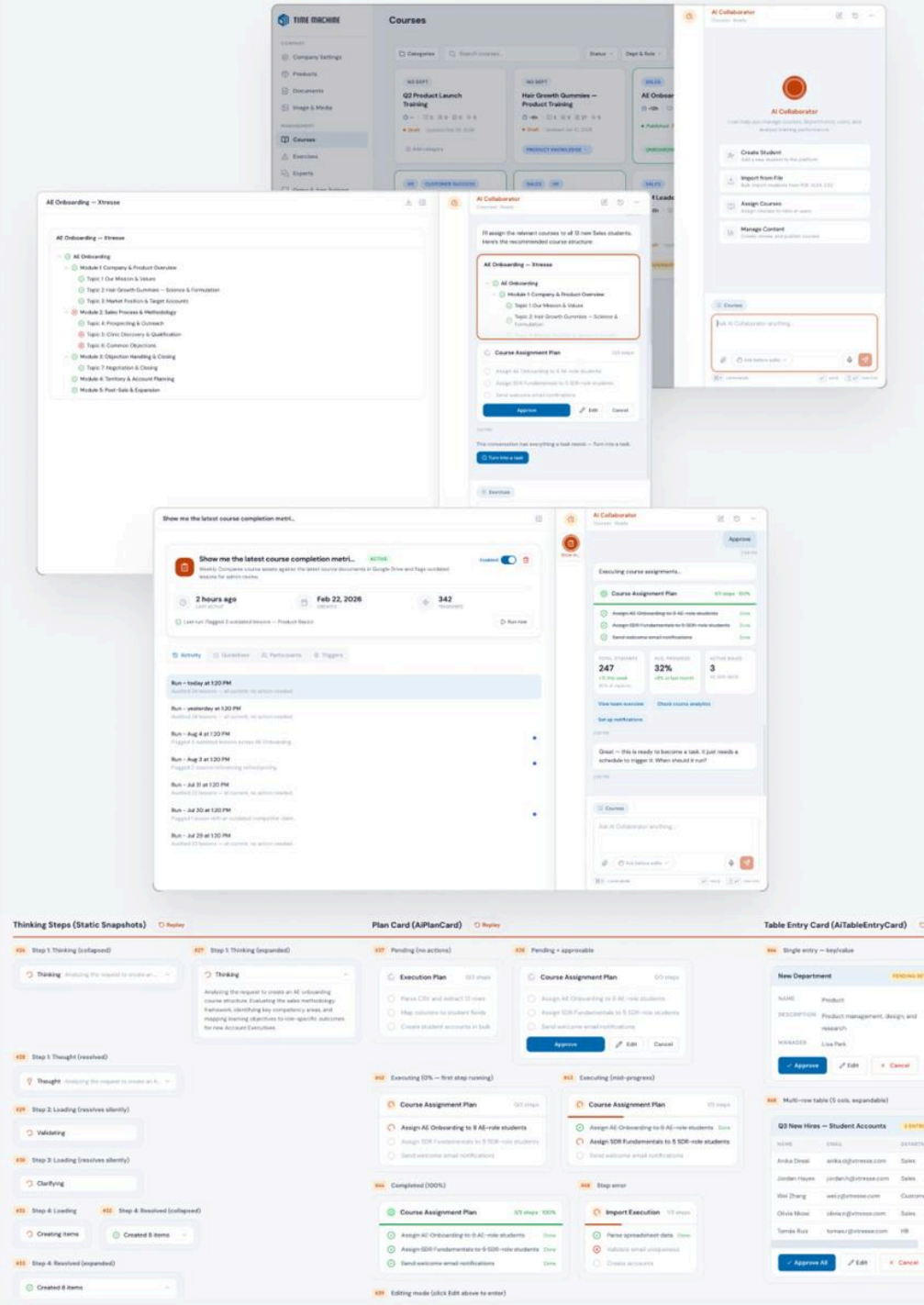
Designed the agent experience, including its conversational interface, onboarding workflows, templates, source-document management and the way users review and guide AI-generated courses.

Challenges

An AI agent creating training content needs to earn users' trust. I focused on making its multi-step process transparent, giving users control over source material and templates, and introducing review and approval at critical stages. The challenge was to make a complex AI workflow feel approachable without adding unnecessary configuration or overhead.

Outcomes

Designed a human-in-the-loop content creation experience that helps teams scale training while retaining control over quality. By automating content delivery, knowledge assessment, role-play practice, feedback and competency tracking, Time Machine reduces manual training overhead by **up to 90%**.



TIME MACHINE

CLICK & LEARN

A Chrome extension that records real workflows in any web application and transforms them into interactive, step-by-step training experiences without manually creating content.

My Role

Designed the complete experience, from the browser-based recorder to the Click & Learn Studio editor and the final learner experience.

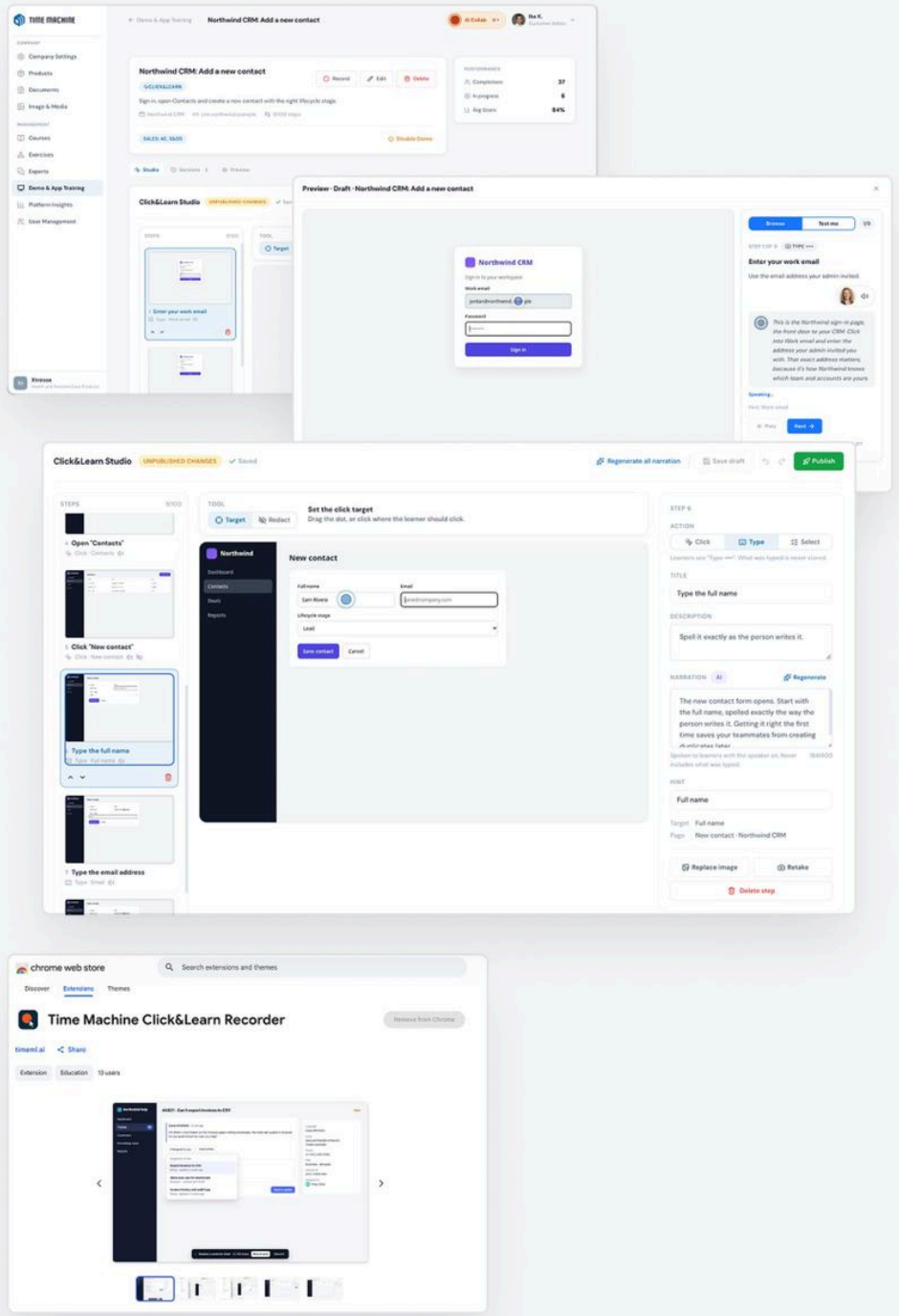
Challenges

The challenge was to make capturing and documenting workflows effortless while giving administrators enough control to create high-quality learning experiences. I designed tools for placing hotspots, redacting sensitive information, previewing content and managing versions. Privacy was fundamental: recording is limited to the active tab, excludes typed text and dropdown values, and keeps screenshots within the company's own workspace.

Outcomes

Simplified the process of turning product workflows into reusable, interactive training, eliminating reliance on cumbersome third-party tools and reducing walkthrough creation and publishing time by **20%**.

Business impact: Helped retain **3 existing customers** who were at risk of churning and contributed to closing **2 new customer deals** by making interactive product training easier to create, deliver, and scale.



TIME MACHINE

COMPANY EXPERT, API & MCP

Makes company knowledge accessible wherever people and AI agents work. Employees can ask questions through the platform or Slack, while APIs and MCP integrations connect organizational knowledge to external AI assistants and agent workflows.

My Role

Designed the Company Expert experience across the web application and Slack, as well as the API and MCP integration experiences that make company knowledge accessible to external AI agents.

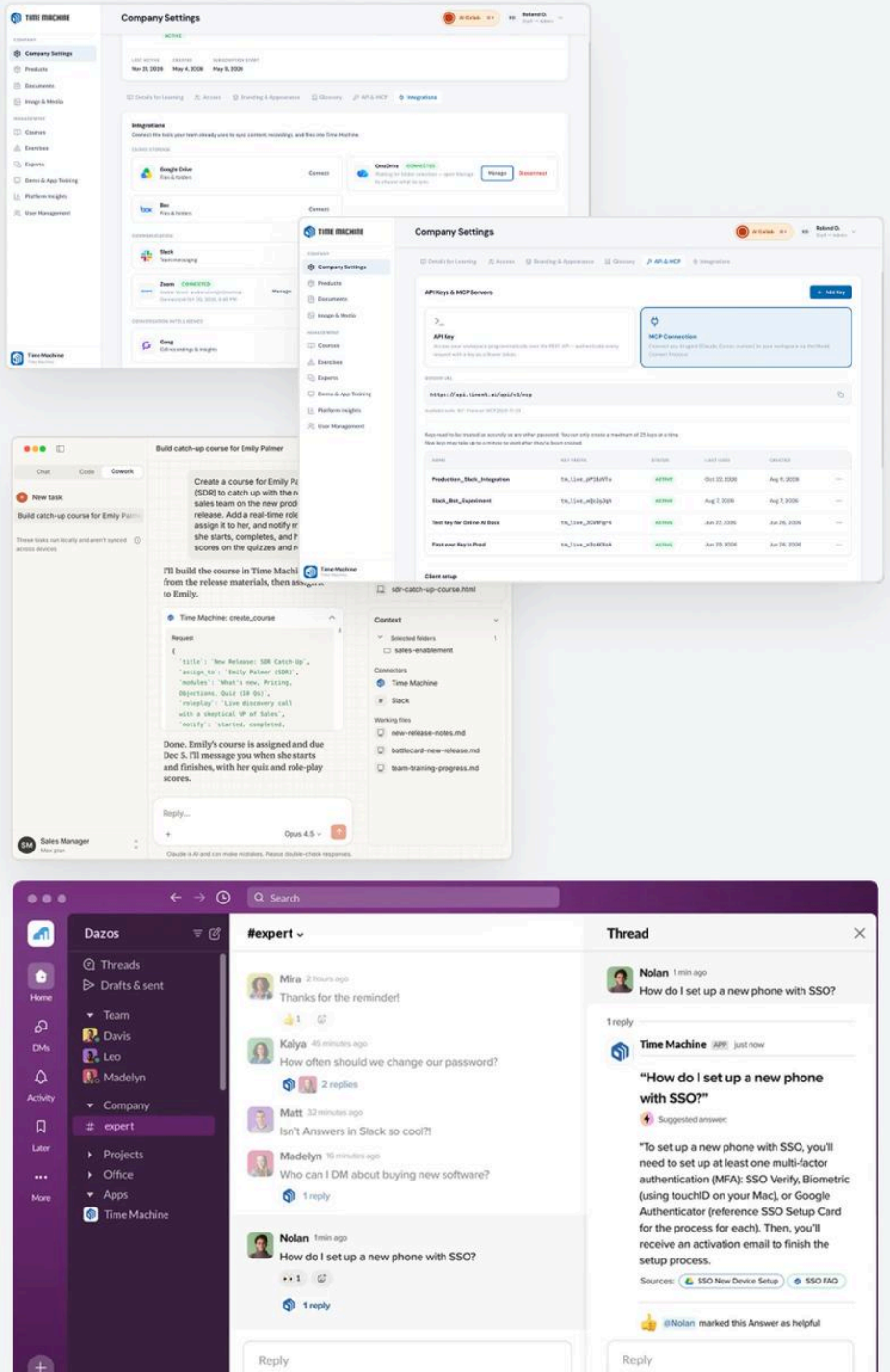
Challenges

Answers need to be grounded in trusted company knowledge, not generic information from the open web. I designed for source transparency and consistent responses across very different environments, from an in-app conversational interface and Slack commands to AI tools accessing knowledge programmatically.

Outcomes

Extended Time Machine beyond its own platform, making organizational knowledge and learning workflows accessible through AI integrations. Listed in **Claude's directory, ChatGPT, and the Gong Collective**, the integrations enabled customers to operate Time Machine entirely through Claude, without accessing its traditional admin interface.

Business impact: Closed **3 new customers** operating exclusively through Claude, with workflows integrated into Slack and personalized learning loops for individual users.



TECHNICIAN APP

The Technician App was a strategic product launch, creating a modern mobile experience for automotive technicians while strengthening Shop-Ware's product offering for existing and new customers.

My Role

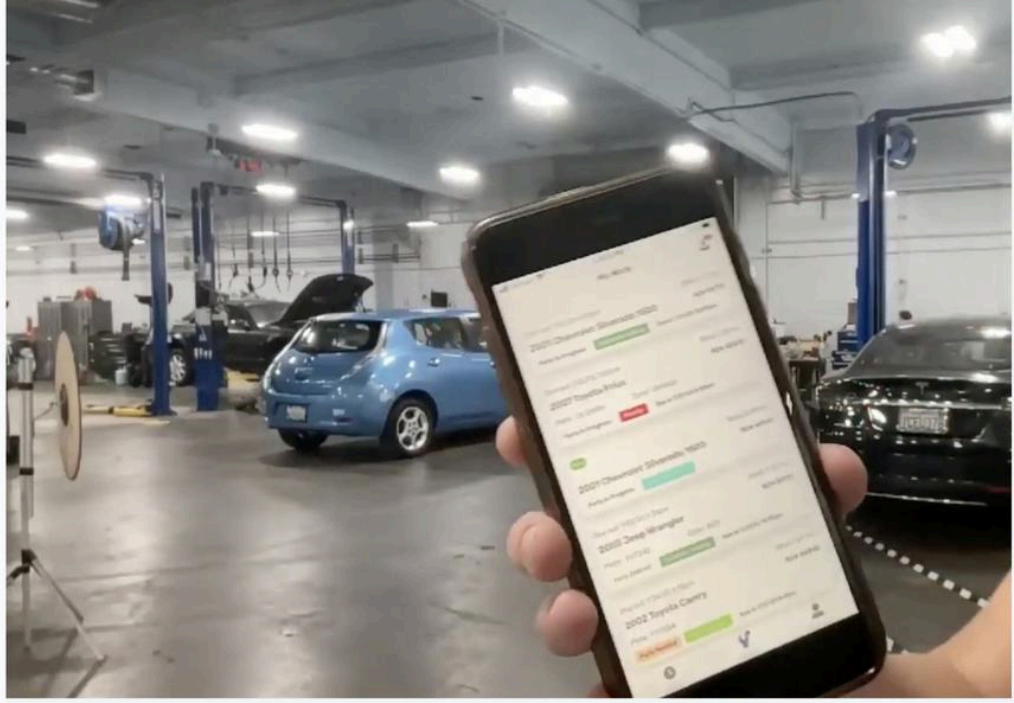
Built and led the design team, mentoring designers, conducting customer research and establishing close collaboration across Product, Engineering and other business stakeholders.

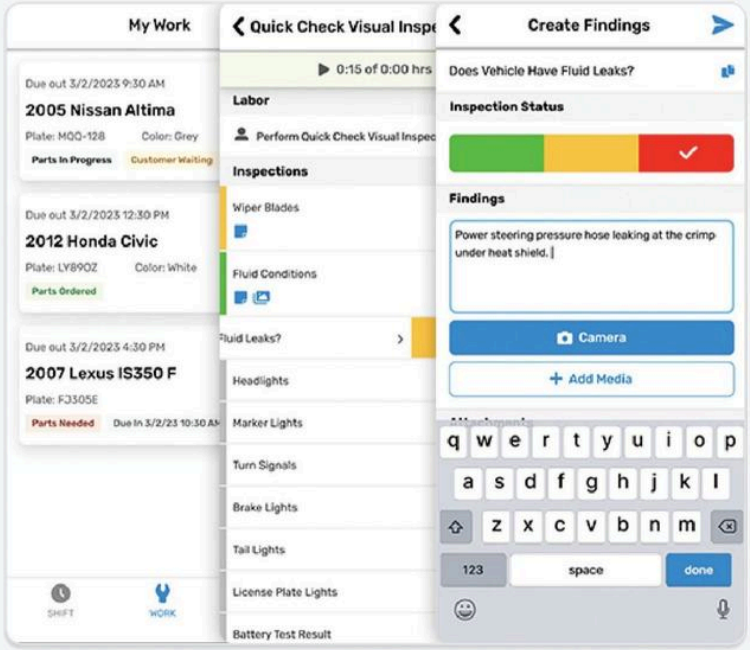
Challenges

Building a native mobile product on a new technology stack required more than replicating existing functionality. The goal was to achieve feature parity while simplifying technicians' daily workflows. I introduced an iterative design framework and regular feedback sessions with subject-matter experts and technicians to keep the team aligned with real-world needs.

Outcomes

Delivered a streamlined mobile experience that simplified technicians' workflows and improved efficiency across key stages of the vehicle repair process, contributing to a **10% average improvement** at various points at the service flow.





SHOP PERFORMANCE DASHBOARD

Automotive repair shop profitability depends on managing workload, technician capacity and service throughput. Shop-Ware needed a better way to make operational performance visible and actionable.

My Role

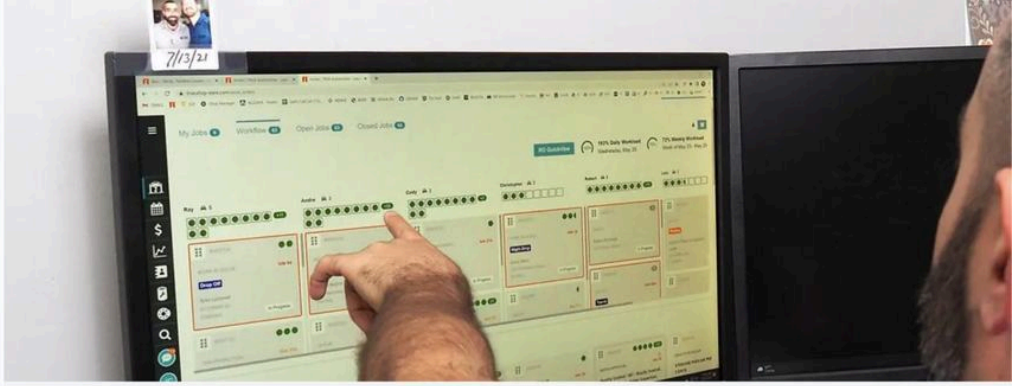
Led the design initiative and built alignment across Product and Engineering around a new, customer-informed and data-driven approach to product development.

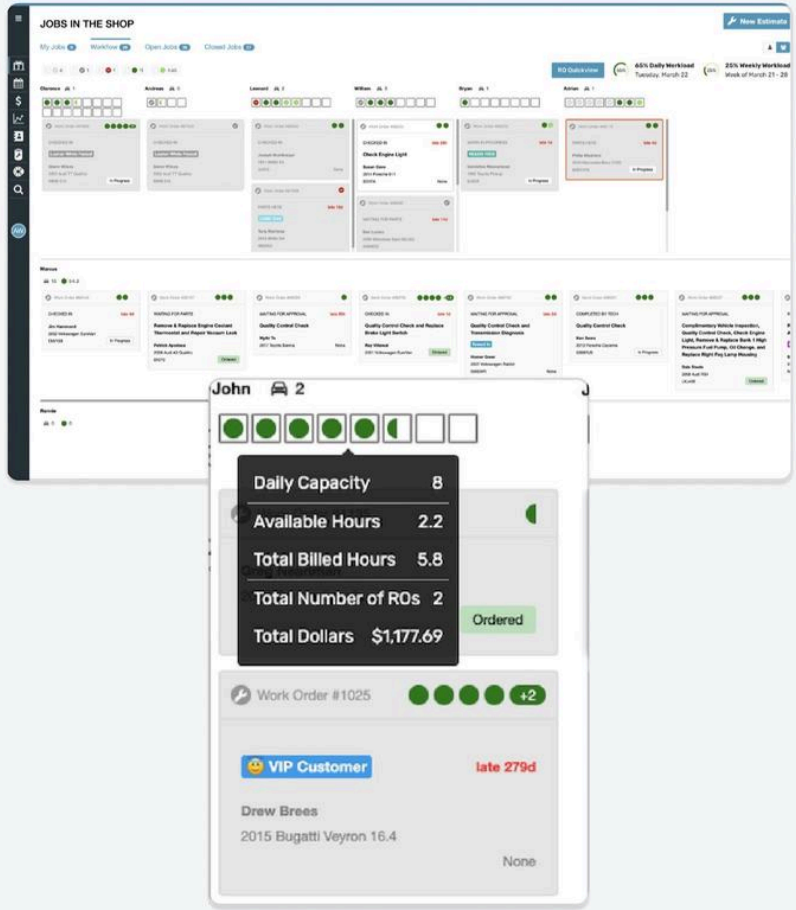
Challenges

The challenge was to rethink how operational data could help shop owners and managers make better decisions. We needed to identify the right level of detail without simply replicating competitor solutions, while reconciling different measures of time into a clear visual model that minimized cognitive load.

Outcomes

Designed a novel, **patent-pending** data visualization that brings workload, capacity and time metrics together in one place. It reduces reliance on manual tracking and helps shops optimize workflows, service throughput and profitability.





Virtual Facility

FACILITY OPERATIONS PLATFORM

Virtual Facility's machine-learning platform helps critical facilities manage building alarms, coordinate work orders and gain operational insights to reduce downtime and risk.

My Role

Joined as the first in-house designer and grew into the design lead as the startup scaled. Built the internal design team, established UX research practices and introduced an iterative design and production pipeline.

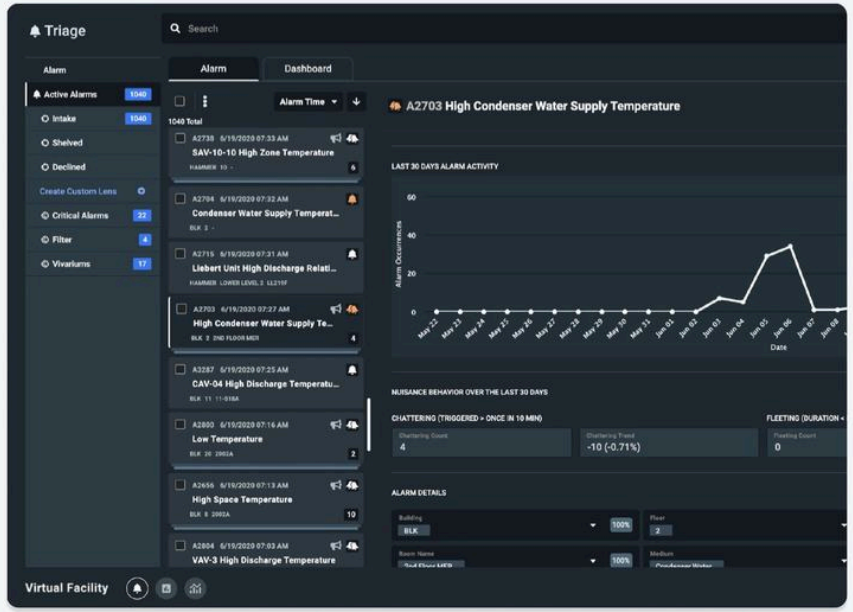
Challenges

As the engineering team integrated multiple building automation systems, the company made two major product pivots in response to changing facility needs during and after the pandemic. The design challenge was to make complex machine-learning outputs understandable and trustworthy while presenting operational metrics in their spatial context so facility teams could take proactive action.

Outcomes

Replaced outsourced design production with an internal design capability, research practice and reusable design system. Delivered ADA-compliant progressive web app designs and established a scalable foundation for future product development.





GRAILED

AR GARMENT MEASUREMENT

Grailed is a two-sided fashion marketplace where trust is essential. Buyers need confidence in the authenticity, condition and fit of listed items, while sellers need better tools to communicate product details accurately.

My Role

Led product design across Grailed's web and native mobile experiences, developing end-to-end features and initiatives to improve marketplace trust, usability and accessibility.

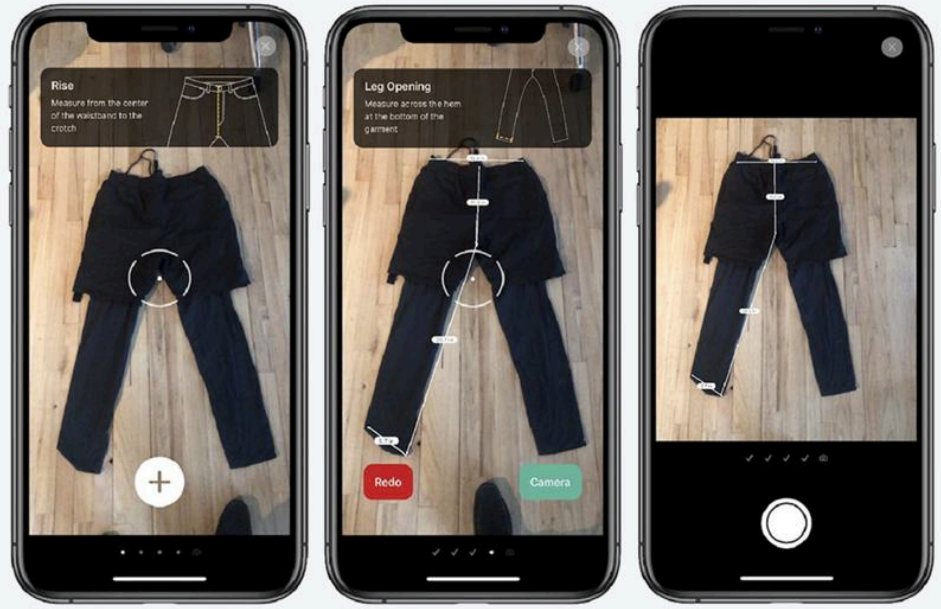
Challenges

Buyers often struggle to assess fit and condition from product images alone. To address this, we introduced an augmented reality measurement experience into the mobile listing flow. The challenge was to make a new AR capability approachable for sellers while helping them capture accurate garment measurements using established tailoring standards.

Outcomes

Introduced an AR-powered garment measurement feature that helps sellers provide standardized sizing information. Buyer trust (SUPR-Q) increased from **32% to 76% in beta**, demonstrating the value of giving buyers more reliable product information.







Recommendations

I've been fortunate to collaborate with some exceptional people. Here are a few things they've shared about working with me.

"His passion for digital is infectious and motivates everyone around him. He's a natural mentor, skilled leader, and insatiably curious person who's always learning something new. Roland brings resourcefulness to everything he tackles."



Phillip Reyland
Founder, TapRecruit

"Roland's attention to detail is unparalleled. He has a knack for taking rough ideas and polishing them into better ones that can drive more user engagement and business opportunities. On top of stellar designs and product ideas, he can code prototypes."



Michael Hill
Sr Mobile Engineering Manager, Amazon

"Roland crafted a design infrastructure that not only met fast-paced development schedules but also positioned the team for scalability when we grew his team post Series-B. I can attest to the exceptional qualities that make him an invaluable asset to any organization."



Martin Cheng
Head of Product, Shop-Ware

"Roland has consistently shown himself to be a team player. He led our team of designers and brought his natural talent to enhance the UX in product. He created a design system and set in place the building blocks for an accessible pattern library."



Mark Prewett
Co-Founder & CEO, Virtual Facility

"Roland has a strong technical and process oriented design mindset. For teams needing these attributes to add to their toolkits, Roland would be a great addition to the team."

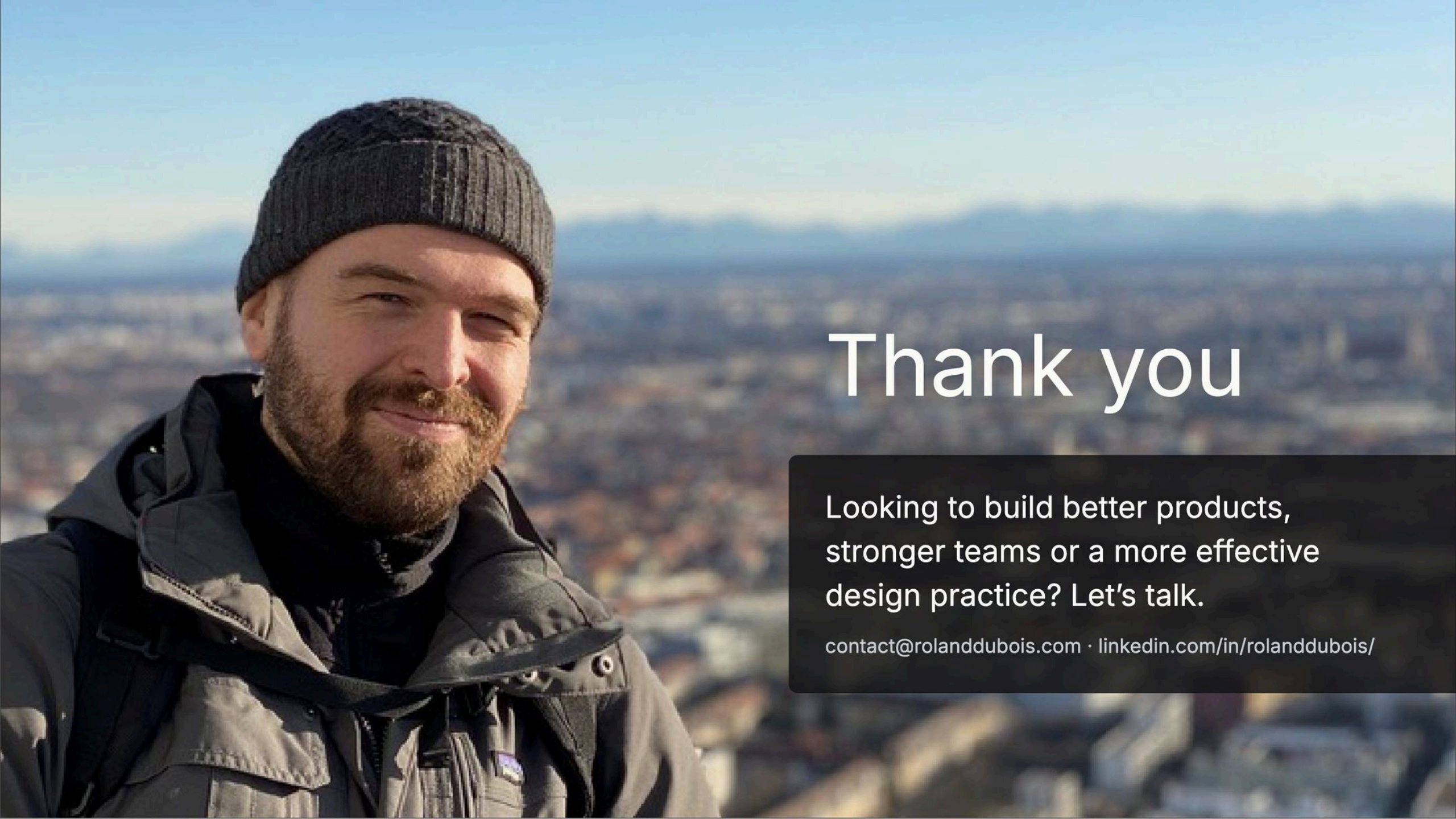


Gregory Kim
Chief Operating Officer, Grailed

"Roland has a passion for technology, innovative solutions, and a deep understanding of behavioral patterns for users. He understands software products holistically and knows how to balance between business needs and user-centered design solutions."



Thomas Logan
Founder | Accessibility Consultant, Equal Entry



Thank you

Looking to build better products, stronger teams or a more effective design practice? Let’s talk.

contact@rolanddubois.com · linkedin.com/in/rolanddubois/