

LILIANNA PEDRONI

PRODUCT DESIGNER · DESIGN SYSTEMS, ACCESSIBILITY & AI INTERFACES

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Product designer with five years across enterprise SaaS and early-stage startups. I design component systems, accessible interfaces, and the interaction patterns that make AI features usable when the model can be wrong. Designed the first AI-integrated experience at a 500-person enterprise software company; now founding designer at an AI agency.

EXPERIENCE

Founding Designer · Forge Local

Apr 2026 – Present

- Sole designer for an AI agency building voice agents, chatbots, and websites for local businesses.
- Built the brand and visual system from zero in eight weeks: palette, type, components, and the templates the sales side runs on, scoped so one designer can run it at speed.
- Designed the marketing site's primary conversion mechanism, a missed-call calculator that turns a vague problem into a dollar figure, and the four-tier pricing page prospects spend the longest on.
- Evaluated vendor voice-agent options and made the call to put a live agent on the homepage, choosing the variant and where it sits in the page's flow.
- Ship client products end to end in Lovable with semantic, accessible markup. Six client sites live and paying; builds are mobile-first, with 78% of the first client's traffic on phones.

UX Designer · VelocityEHS

Mar 2023 – Dec 2025

- Designed Vêlo, the company's first AI-integrated experience, with the Machine Learning team — bringing incident risk analysis into safety-critical software used across international operations.
- Defined the AI interaction patterns the design system lacked: analyzing states as first-class component states, stale-analysis invalidation when source inputs changed, visual provenance for model-suggested values, human accept/reject with the model's rationale exposed, and null-result states.
- Scored description quality to coach reporters toward better input, with the model always available and every suggestion overridable by a person.
- Translated machine learning and product requirements into design options and shipped states, and drove delivery with Product and Engineering.

UX Designer, Contract · VelocityEHS

Dec 2021 – Mar 2023

- Built and documented components for Accelerate, the design system unifying 12+ products inherited through acquisition, on a PrimeReact foundation.
- Redesigned the global dashboard and incident reporting flow; produced the annotated redline specs engineering built from. Ran usability testing on Training & Learning.

Web Designer · Whereoware

Jul 2021 – Dec 2021

- Designed web and email experiences for agency clients including Fortune 500 brands.

UX Design Consultant · Earth Key English

Dec 2020 – Mar 2021

- Redesigned the sign-up onboarding flow, increasing new user sign-ups 25%.

UI Designer · Student Success App

2020

- Audited web and mobile against WCAG 2.1 and built a contrast grid scoring every foreground/background pairing — the constraint the new visual system was built inside. Delivered the company's first style guide, adopted across web and Android.

SKILLS & TOOLS

Design systems — component libraries, design tokens, documentation, dev handoff

Accessibility — WCAG 2.1 AA audits, contrast systems

Core UX — interaction design, IA, prototyping, usability testing, user research

AI & conversational UX — voice agent interfaces, model-state patterns, human-in-the-loop review, AI-assisted design and build workflows

Tools — Figma · Lovable · Miro · Dovetail · Adobe Creative Suite · Jira · Runway · Midjourney

EDUCATION & OTHER

Education — San Diego State University, B.S. Film Production, Magna Cum Laude · Springboard, UX/UI Design Certification, 2020

Film — Teenie Weenie Robin Hood (Fairground Productions, 2026) — solo writer, director, editor, voice and AI pipeline; on Roku