# Kamala Espig

**Lead Product Designer · AI & Enterprise UX · Cybersecurity · Complex B2B Platforms**

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## PROFILE

Product design lead for an AI-powered enterprise cybersecurity platform, owning design from strategy through shipped UI. I design AI products for people who are paid to be skeptical of them: security analysts making high-stakes decisions under pressure. At Tidal Cyber I took the company's paid AI product from concept to launch, redesigned its core analytical surface, and co-led product on a platform-wide landing experience. 15+ years in design, including enterprise platform work at Dell and ScienceLogic, with deep focus on dense data, accessibility, and design systems. I prototype daily in Cursor and Claude Code.

## SELECTED IMPACT

- Took an LLM product from concept to paid Enterprise add-on, with human review gating 100% of AI outputs before they reach customer data.
- Drove a 130% engagement lift at Dell and a 421% landing page conversion increase at IdentityGuard.
- Validated designs in 11+ enterprise sessions across 6 industries, including 2 Fortune 500 financial institutions.
- Met accessibility requirements in 3+ enterprise and government procurement reviews as owner of the WCAG 2.2 A/AA plan.

## CORE SKILLS

**Design Leadership:** Product Strategy · 0-to-1 Product Design · Cross-Functional Leadership · Roadmap Influence · Design Decision Frameworks · Mentoring

**AI & Data UX:** Generative AI / LLM UX · Human-in-the-Loop Review · AI Provenance & Source Attribution · Agentic Workflows · Data Visualization · Dense Enterprise UI

**Research:** User Research · Enterprise Validation Sessions · Research Synthesis

**Systems & Accessibility:** Design Systems · Design Tokens · Light/Dark Theming · WCAG 2.2 A/AA · Design Specs & Documentation

**Tools:** Figma · Cursor · Claude Code · HTML/CSS · MUI · AEM · WordPress

**Domain:** Cybersecurity · Threat Intelligence · MITRE ATT&CK · NIST CSF 2.0 · CIS Controls · D3FEND · SOC Workflows · Regulated Enterprise

## PROFESSIONAL EXPERIENCE

**Tidal Cyber** | Reston, VA (Remote) **Feb 2023 – Present**

*Senior UX Designer (Design Lead) · Design owner across a 30-person cross-functional team*

Early-stage AI-powered cybersecurity SaaS serving regulated enterprise customers in pharma, defense, financial services, and healthcare.

### *AI Product Design: NARC*

- Designed NARC AI from concept through launch as a paid Enterprise add-on: an LLM feature that converts unstructured threat intelligence into reviewable, MITRE ATT&CK-aligned objects with source attribution.
- Gated 100% of AI outputs behind a human-in-the-loop review step before they enter a customer's knowledge base, designing source attribution, explicit action labels, and per-object selection.
- Won reversal of an initial product decision against AI provenance tracking, making AI-created content traceable for analysts.
- Designed the demo workflow Customer Success uses to sell NARC and the in-product usage limits that enforce metered billing.

### *Coverage Intelligence*

- Redesigned Coverage Maps, the platform's primary intelligence surface, validating with 2 Fortune 500 financial institutions before build; led a second design cycle that refined how filtered coverage data is displayed.
- Earned unanimous analyst preference over the legacy dashboard by co-leading product on Unified Landing (named product lead alongside the PM), consolidating coverage, intelligence, and recommendations into one entry point.
- Ran and synthesized 11+ enterprise validation sessions across 6 industries (financial services, healthcare, pharmaceutical, motorsport, defense, private equity), authoring the research record for each.
- Enabled a 5-person external engineering team to build without colocated design review by writing delivery-ready specs covering states, edge cases, and pattern rationale.

### *Platform Systems*

- Met accessibility requirements in 3+ enterprise and government procurement reviews by owning the platform's WCAG 2.2 A/AA plan (contrast, keyboard navigation, ARIA, focus states).
- Architected the design system foundation (semantic tokens, Light/Dark themes, type, spacing, breakpoints, governance tooling) after observing analysts zooming browsers to ~80% to fit dense workflows.
- Authored the design system implementation reference and an AI-assisted design tooling guide adopted internally, covering prompt templates, MUI guidance, and fictional-data guardrails.
- Kept misleading AI-generated visualizations out of enterprise accounts by designing framework-aware strategies for 3 security frameworks: CIS Controls, NIST CSF 2.0, and D3FEND.
- Redesigned Product Registry workflows across 500+ products from 200+ vendors (scanning, filtering, discovery, usage widgets), improving the data quality analyst-facing features depend on.
- Established a UX decision framework adopted by Product and Engineering, moving design into roadmap prioritization.

**Dell Technologies** | Austin, TX (Remote) **Jan 2021 – Feb 2023**

*Senior Product Designer, Digital Experience*

Global digital experience organization supporting marketing and content operations across international markets.

- Drove a 130% engagement lift leading the "Expand Your YOUNIVERSE" campaign end to end on a scalable design system.
- Scaled design across 6,000+ pages with a webpart design system any Dell team could use, backed by specs and documentation that removed per-page design review.
- Redesigned AEM content workflows so marketing teams could publish independently.
- Mentored non-design partners on interaction standards and visual craft, raising design quality beyond the design team.

**ScienceLogic** | Reston, VA **Apr 2019 – Jan 2021**

*UX Product Designer*

Enterprise IT operations and observability platform monitoring complex infrastructure at global scale.

- Designed Behavioral Correlation, a root-cause analysis capability spanning 6 engineering teams, which the CEO highlighted as a major platform addition.
- Designed monitoring and troubleshooting workflows for enterprise operators, using layout and information architecture to speed diagnosis of production incidents.
- Prevented late structural rework by partnering with data engineers before UI work on every major feature.
- Shipped continuous quality improvements between full research cycles by running a heuristic-review and targeted-testing backlog.

**IdentityGuard** | Chantilly, VA **May 2016 – Apr 2018**

*Senior Web & Graphic Designer*

Identity theft protection service with a subscriber base in the hundreds of thousands.

- Increased landing page conversions 421% by leading a full redesign of the digital acquisition experience.
- Unified the brand across web and mobile with a single brand system, giving customers a consistent experience at every touchpoint.

**Kamala Created LLC** | Leesburg, VA **Jan 2011 – Present**

*Founder & Principal Designer (concurrent with full-time roles)*

- Built a 50+ client consultancy serving small businesses and nonprofits over 15 years, entirely through referral and repeat business.
- Deliver projects end to end: discovery, information architecture, branding, and custom HTML/WordPress builds.

## EDUCATION

**B.S., Graphic Design** | The Art Institute of Pittsburgh

**A.A., Communication Design** | Northern Virginia Community College