



Staff Product Designer · AI Systems · Mentor

I DESIGN THE DECISION SYSTEMS BEHIND CREATIVE WORK

Staff Product Designer at Adobe, 18 years in design. Brand and entertainment work first, Teenage Mutant Ninja Turtles for Nickelodeon and illustration for Sony's Spider-Man. Then e-commerce at Overstock and Nu Skin, then enterprise platforms at Workfront. Today I design how creative work gets approved: who decides, on whose authority, and what the record says afterward. Increasingly that includes AI agents as participants, not features. Three years teaching UX at the University of Utah and BYU–Idaho. English and Spanish.

Killer salsa skills. The accent comes free.

/ EXPERIENCE

Staff Product Designer at Adobe

LEHI, UTAH · JUN 2025 – PRESENT

- Originated the founding concept behind AI Collaborators: an AI agent onboarded like a worker, not installed like a feature. Pitched at Adobe Design Innovation Week, first collaborator live at Adobe Summit 2026. I lead the governance and setup side of the program.
- Designed the AI Reviewer, running brand compliance checks inside the review workflow instead of after it.

Senior UX Designer at Adobe

LEHI, UTAH · JAN 2022 – JUN 2025

- Established the unified approvals vision across Adobe Clouds, running the workshops that positioned Workfront as the connector between products, then synthesized close to a decade of Adobe research into one decision model spanning Workfront, Frame.io, GenStudio, Adobe Express, and Creative Cloud. I wrote the specification and built the AI-assisted React proof of concept in Adobe Spectrum 2 that engineering shipped against. It replaced Workfront Proof, the platform enterprises had built their approval process on, and shipped in April 2026 as Adobe Unified Review and Approval, available to every Workfront customer.
- Designed and shipped the project and task dependency tracking system for cross-team coordination.
- Led the Workfront data tables upgrade, turning user research into a prioritized set of clarity and efficiency improvements on the roadmap.
- Redesigned a Workfront Home widget under a tight deadline and presented it to the VP of Design for approval.

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/ SKILLS

- Product & Systems Strategy
- AI Governance & Human-AI Collaboration
- Decision & Workflow Systems
- User Research & JTBD
- Design Systems
- Prototyping & Spec-driven Build
- Storytelling & Communication
- Creative Direction & Mentorship

/ EDUCATION

BFA Graphic Design

Brigham Young University · April 2008

NN/g UX Certification

Nielsen Norman Group · May 2018 · #1023157

Mastering Design Thinking

MIT Management Executive Ed. · May 2019

Certified Scrum Master (CSM)

Scrum Alliance · December 2021

Storytelling for Influence

IDEO U · May 2025 · #44735-4011625

UX Designer at Adobe

LEHI, UTAH · JUL 2019 – JAN 2022

- Led research and design for Workfront Blueprints, from discovery through launch. Thirteen enterprise administrator interviews and 600+ coded quotes distilled 61 jobs down to the five that mattered, which reframed the brief from setup speed to reuse: installable, governed configurations a customer could adapt and reinstall for the next team, replacing a 22 to 26 week manual build. Setup time dropped 30 to 40 percent, implementation partners could stand up a working instance in about four weeks, and onboarding moved from a services problem solved by headcount to a product capability. Shipped 2021, still in the product and still documented five years later.

Senior UX Designer at Nu Skin

PROVO, UTAH · NOV 2017 – JUL 2019

- Rebuilt the global e-commerce experience end to end: information architecture, search with real-time autocomplete and error tolerance, homepage, category, product, cart, and checkout.
- Added site-wide add to cart, including inside the search flow, which increased sales globally.
- Built the design system behind it, made for internationalization across languages and global markets.

UX Product Designer at Overstock.com

MIDVALE, UTAH · MAR 2017 – NOV 2017

- Led research, design, and implementation for the Canada and UK e-commerce launches. Designed the brand for Worldstock, a line of handmade goods from artisans worldwide.

Lead Designer at EKR

PROVO, UTAH · MAY 2014 – MAR 2017

- Logo and brand style guide for Brigham Young University Law School, drawn from their 1975 Fetzer & Fetzer building. Led the rebrand of Revere Health, the third-largest health network in Utah. Designed EKR's own identity and brand standards.

Earlier: Agencies & Studios

2008 – 2014

- Senior UX/UI Designer at Red Olive (2013–2014): branding and UX for national clients, including HZO, a nanocoating company protecting electronics. Freelance design (2012–2013).
- Graphic Designer at Struck (2008–2012): branding and campaign work for Disney, Sony Pictures, and Nickelodeon, including brand strategy for the Teenage Mutant Ninja Turtles series and digital illustrations for Sony's The Amazing Spider-Man. Graphic Designer at Larsen Design, Minneapolis (2008).

/ INDEPENDENT RESEARCH

Delegated Authority Framework

2026 · MY OWN TIME

- Initiated and drive a governance model for AI agents that act rather than answer: what an agent is allowed to do right now, under whose authority, with what reach, and on whose record. The research, the framework, and a working prototype are all mine.
- Enterprise C-suite and senior technology leaders across banking, healthcare, advertising, asset management, fintech, and professional services independently specified the same core controls the framework was built around.

/ TEACHING

UX Professor

UNIVERSITY OF UTAH · 2U TECH BOOTCAMP
MAY 2023 – MAY 2024

UX/UI Online Professor

BRIGHAM YOUNG UNIVERSITY-IDAHO
DEC 2018 – DEC 2020