



hennie farrow
+ 1 510 381 2121
hennie@einneh.com
www.einneh.com

einneh media *Product, UX Design Leadership, StartUp Advisor*

2023-Present

As a Designer in Residence (DIR) at a VC firm, I lead end-to-end design strategy for healthcare, fintech, and AI platforms – from brand foundations to complex product ecosystems. I partner with founders and leadership teams to define product vision, architect scalable UX, and create cohesive, high-impact experiences built to grow.

Envoy *Head of Product Design*

2024-2025

Led and scaled a high-performing design team while establishing processes that strengthen collaboration and execution. Shaped product vision, strategy, and roadmap to drive innovation in workplace experience solutions. Partnered with cross-functional leaders to create intuitive, impactful experiences that redefine how people interact with the workplace.

ServiceNow *Director of UX Design and Research*

2021-2023

Oversaw Employee Experience design to improve internal products and services—boosting value, productivity, satisfaction, and retention. Lead a team of UX designers and researchers, collaborating across HR, Finance, GTM, Emerging Tech, and Digital Transformation to drive employee-centric initiatives. Championed design thinking, user-centered training, and cross-functional collaboration to fuel continuous improvement.

Emtrain *VP of UX Design*

2018-2021

Designed Emtrain's LMS platform for compliance and workplace training, led the end-to-end experience across admin, learner, and course creation environments. Directed cross-functional teams to develop a cohesive digital learning ecosystem, integrating content, video, and interactive elements while ensuring a consistent brand identity, messaging, and user engagement for a unified, impactful experience.

Signal Labs *Head of UX Design and Research*

2015-2018

Spearheaded design for Signal's enterprise solutions, UX design and research, marketing, and branding. Built and mentored a team passionate about making data accurate, clear, and engaging. Created a vision for products that transformed complex data into interactive, actionable insights. Partnered with executives, product managers, and engineers to drive user-centric strategies within an agile development and Lean UX process.

Citrix *Principal User Experience Designer*

2012-2015

Directed Citrix's evolution of the work environment, shaping a comprehensive service ecosystem. Revamped GoToMeeting across endpoints, mobile, web, and desktop platforms. Significantly boosted NPS for flagship products like GoToMeeting, GoToWebinar, GoToTraining, and OpenVoice. Introduced Flexo design system, enhancing product quality and usability while unifying customer experience for greater adoption and brand identity. Mentored and trained a distributed team of over 25 designers.

Adobe Systems *Senior User Experience Design Lead*

2008-2012

Led creative direction and leadership to redefine Adobe Cloud initiatives, focusing on Adobe® Marketing Cloud™ and Adobe® Creative Cloud™. Delivered the redesign of Adobe.com, introducing WCMS and personalized content strategies. Guided the launch of Adobe.com, featuring Acrobat X, Creative Suite 5.5, and Adobe subscription plans. Innovated new features for Photoshop CS5: Puppet Warp, Type and Paragraph Styles, and Camera Raw. Additionally, led projects such as Adobe Market Place, Adobe Payments, Distribution Manager, Trial Download Manager, and Community Help Center.

Prior Experience *Principal Design Director, Creative Director and Senior Art Director*

San Francisco, CA

Eagle River Interactive (Agency.com), Total Entertainment Network (Pogo.com), Fathom Pictures, Philips Interactive Media of America and Europe, Apple Computer, Sun Microsystems, The Learning Company, Intuit, and Visa.

Academy of Art University *Adjunct Faculty*

San Francisco, CA

Created, established, and taught the core curriculum for the New Media Graduate Program. Directed design students in developing their interactive portfolios. Emphasis on identity design, design strategy, information architecture, user interface, and user experience design.

UC Berkeley

Accessibility in UX Design

MIT Sloan School of Management

Innovation of Products and services: MIT's Approach to Design Thinking

Academy of Art University

BFA and MFA in Graphic Design