

# Sean Anderson

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## SUMMARY

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Design executive with a record of building and scaling world-class UX organizations at enterprise software companies. Currently VP of Product Design at Collibra, leading a global team spanning UX, research, content design, and design systems. Recognized for integrating AI-powered experiences into complex platforms, establishing data-driven design cultures, and delivering measurable improvements in adoption, conversion, and customer satisfaction. Equally comfortable shaping product strategy at the executive level and developing the senior talent and organizational structures that sustain high performance.

## SKILLS

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Design Leadership & Org Scaling • UX Strategy • AI-Powered Product Design • Design Systems • Data-Informed Design • UX Research • Usability Testing • Prototyping & Wireframing • Design Thinking • Content Strategy • Cross-Functional Collaboration • Stakeholder Management • Executive Communication • Change Management • Hiring & Performance Management • Agile • SaaS • B2B Enterprise Software • Accessibility • Figma

## EXPERIENCE

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### VP, Product Design

November 2023 – Present

*Collibra — Denver, CO*

- Lead a 38-person global Product Design organization — spanning UX Design, UX Research, UX Writing, and Technical Writing/Content Strategy — at Collibra, a pre-IPO enterprise data governance company serving Fortune 500 organizations.
- Define the AI design strategy for the platform, integrating conversational search, AI-guided workflows, and intelligent recommendations into Collibra's enterprise data governance suite.
- Initiated and lead a cross-functional content strategy function, unifying Collibra's customer-facing content ecosystem across product documentation, support, knowledge base, academy, training, and community.
- Evolved the Arbor design system with updated accessibility standards and platform-wide patterns, reducing design and engineering rework across the product.
- Elevate design maturity and delivery predictability through UX quality frameworks and cross-functional alignment rituals, deepening partnership with Product and Engineering.
- Built a data-driven design culture through structured research programs and behavioral analytics, enabling evidence-based prioritization that measurably improves adoption, efficiency, and customer satisfaction.
- Champion the customer voice at the executive level, translating advisory insights and customer meetings into product strategy and roadmap priorities.
- Influence product organization leadership by setting expectations around discovery, delivery timelines, and data-informed decision-making.
- Partner with senior leadership on org design, coaching, and performance management to sustain a high-performing, senior design function.

### VP, Product Design & UX

July 2022 – October 2023

*Conductor — Denver, CO*

- Led a team of 9 designers and researchers in delivering end-to-end design strategy for Conductor's enterprise SEO and content intelligence platform — an agile, innovation-driven company serving major brands including Slack, HP, and Citi.
- Defined the AI UX strategy and led design across four emerging capability areas — AI content generation, intelligent recommendations, conversational interfaces, and automated reporting — delivering designs and prototypes that laid the foundation for the AI platform Conductor launched in 2025.
- Redesigned core keyword research, content recommendation, and competitive analysis workflows, improving usability and driving measurable gains in customer engagement and platform adoption.

- Established reusable design patterns and scalable UI components, improving consistency and accelerating product iteration across the platform.
- Partnered with Product and Engineering on roadmap prioritization, translating user research and customer insights into actionable product decisions.
- Represented design in executive discussions and mentored designers to elevate craft, communication, and strategic thinking.

## Senior Director, UX

May 2018 – June 2022

*Alteryx — Denver, CO*

- Recruited to build Alteryx's UX function from scratch — scaled from 3 to 70+ designers, researchers, writers, localization specialists, and data analysts, achieving a 5x increase in delivery capacity.
- Led design strategy for Alteryx's AI/ML product line — from Assisted Modeling, a code-free guided experience that made machine learning accessible to analysts and citizen data scientists, through the launch of Alteryx Machine Learning, the cloud AutoML platform built on that foundation.
- Redesigned trial and first-use experiences, driving a 20% increase in trial-to-paid conversion and a 75% improvement in time-to-value.
- Established the Telemetry and Insights teams, creating product instrumentation and behavioral analytics capabilities that built a data-driven design culture across the organization.
- Scaled the design system across cloud and desktop products, reducing UI defects by ~15% and improving engineering delivery velocity.
- Led the Technical Writing team and established standards for help documentation, in-product guidance, and UI copy, measurably reducing customer confusion and support volume.
- Drove discovery programs integrating research, telemetry, and customer feedback into senior leadership roadmap planning.
- Represented UX at the senior leadership table, ensuring accessibility, experience quality, and customer insights guided long-term platform strategy.

## Senior Director, Technical Design & UX

November 2017 – May 2018

*Connekt — Denver, CO*

- Defined UX strategy and design patterns for Connekt's AI-powered, omni-channel smart TV ad delivery platform, driving the product from ideation through launch. (Acquired by Vizio, 2020.)

## UX Product Lead

February 2017 – November 2017

*Sling TV — Denver, CO*

- Led cross-functional UX work across design, product, engineering, and marketing to improve the Sling TV experience for millions of customers across web, iOS, Android, Roku, Amazon Fire, tvOS, Samsung, and smart TV platforms — driving measurable improvements in usability, customer satisfaction, and company revenue.

## Director of Product Design

November 2005 – January 2017

*Giant Interactive — Denver, CO*

- Led all UX, mobile, web, and interactive design for a full-service digital studio; grew the client roster to include Apple, Google, CBS, HBO, Disney, Warner Brothers, 20th Century Fox, MTV, and Nickelodeon.
- Developed a secure online screening platform and companion iOS/tvOS apps used by the Academy of Motion Picture Arts and Sciences for Oscar® voting.

## ADDITIONAL WORK HISTORY

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**Director of Creative Services** — Blink Digital (Ascent Media), New York, NY | 2002–2005

Launched and led the Creative Services division of this DVD production studio, overseeing all production from featurettes and commentary to menu design, generating \$5M+ in first-year revenue.

**Director of Product Development** — Criterion Collection, New York, NY | 1993–2001

Supervised Criterion's transition from LaserDisc to DVD and oversaw production of 140+ titles, collaborating with filmmakers including Quentin Tarantino, Terry Gilliam, and Michael Bay on award-winning interactive features.

## **EDUCATION**

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**B.A., Film Studies** — University of Colorado

## **PROFESSIONAL AFFILIATIONS**

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- Member, Professional Advisory Board — The Art Institute of Colorado
- Guest Lecturer — Metropolitan State University of Denver and University of Denver
- Speaker — NY DV Expo, Bruges Film Festival, and additional industry events