Barry Maxwell

Principal Product Designer

barry@barrymaxwell.com | 206-854-7234 | barrymaxwell.com | linkedin.com/in/barrymaxwell

I bring over two decades of product design experience, grounded in visual design and front-end development. I specialize in 0→1 B2B product development — leading work from discovery through delivery and building systems and experiences that move the business forward.

Work Experience

ConnectWise – Principal Product Designer

Seattle, WA · Remote, 09/2024 – 02/2026

- Designed and shipped the SaaS Security MVP in 9 months — including a platform-level Microsoft Partner Center Integration with AI-assisted multi-tenant mapping, cross-tenant Microsoft 365 security reporting, and automated scheduling. Adopted as proposed and now serving as a foundation for thousands of MSP partners and a subsequent roadmap offering.
- Rebuilt the Figma Table component using nested properties and variables, reducing layers by 78% and eliminating file lag — adopted across 20+ designers and nearly all UX files.
- Identified and closed two organizational gaps: created a component defect process from scratch (2 weeks, 6+ bugs/month captured, published company-wide) and a Product UX Glossary (35+ terms, AI-assisted) that directly supported launch planning and roadmap alignment.

SkyKick – Product Design Director / Creative Director

Seattle, WA, 11/2015 – 09/2024

- Founding designer at SkyKick — designed the brand from the ground up, led UX across all three products from 0→1, and contributed to $50M ARR, 3.5M+ active end-user licenses, and $200M+ in capital raised.
- Redesigned Cloud Migration, reducing support tickets by 47% and increasing migration projects by 53%.
- Oversaw Cloud Backup redesign growing to 200,000+ active orders across 5,400 IT partners — 86% gross retention and 108% net retention. Shaped Cloud Security strategy positioning SkyKick for acquisition by ConnectWise.
- Built a cross-product design system unifying 3 IT service products; established a UX research practice including hiring, tooling, and running internal studies.

Swivel Studio – Design Director

Seattle, WA, 09/2003 – 11/2015

- Founded Swivel Studio, delivering end-to-end branded experiences and front-end development for select clients over 12 years.

Cole & Weber – Art Director

Seattle, WA, 01/2000 – 02/2003

- Directed digital branding and advertising campaigns for Nike, K2, and Texas Instruments.

Education & Awards

B.A. in Design, Western Washington University · Ray Schwalm Scholarship, Department of Art

Skills

Design: UX Design, UI Design, Visual Design, Design Systems, Prototyping, Code-Based Prototyping, Information Architecture, Journey Mapping

Tools: Figma, Figma Make, VS Code, HTML/CSS, Vercel v0, AI-Assisted Design (Claude, Copilot, ChatGPT)