

# Keith Heustis

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## Experience

### Director, Product Design - Pendo 2022 - Current

- Reporting to the VP of User Experience, I owned the product design for both Pendo's Engage and Adopt product offerings, totaling \$187 million ARR supporting over 700 million monthly active end-users.
- Spearheaded aligning business objectives with UX strategy for the seamless integration of AI into our products while also leading the team in crafting and defining AI workflows, principles, and patterns.
- Energized and aligned the business on the "Power of Pendo" by leading the creation of an end-to-end product vision that articulated the future of Pendo as an all in one platform product management and digital adoption tool.
- Served as an executive sponsor of the Pendo Neurodiversity Affinity Group

### Senior Manager, Product Design - Citrix 2019 - 2022

Manager (Aug 2019 - Mar 2022) | Senior Manager (Mar 2022 - Oct 2022)

- Reporting to the VP of User Experience, I supported a global team of Product Designers, delivering on product roadmap for the Citrix Desktop as a Service (DaaS) portfolio, a \$550 million ARR product supporting 3.6 million monthly active users.
- Led the creation of a new visual design language for all Citrix products that aligned to the company rebranding efforts—delivered illustrations, iconography, and typography.
- Launched a universal component-based design system (jUIce). I led the team in the delivery of global navigation, patterns, data visualization standards, components, tokens, templates, Figma libraries, toolkits, documentation website, and governance processes.

### Manager, Experience Design - Oracle Netsuite 2018 - 2019

- Reporting to the Chief Product Officer for Oracle Netsuite, I partnered with cross-disciplinary teams in Engineering, Product Management, Marketing, Sales, and Customer Success to ensure a prioritized and systematic approach to delivering validated product UX.
- Introduced metric-based user research methods and techniques (e.g., benchmarking, KPI mapping, SUS, etc.) to measure the effectiveness of the user experience.
- Provided research, design thinking leadership, strategy, and vision setting on next-gen product concepts.

### Manager, User Experience Design - Allscrips 2014 - 2018

Senior (Dec 2014 - Feb 2016) | Lead (Feb 2016 - Mar 2018) | Manager (Mar 2018 - Nov 2018)

- Led and mentored a team of ten designers and researchers servicing both consumer and physician-facing portfolios.
- Worked closely with the managing UX Director to collectively define the vision and direction of product design at Allscrips.
- Developed skills matrix and advanced the teams' career development through mentorship and hands-on coaching and teaching.
- Increased the awareness and value of UX across the organization by defining and teaching a user-centered design process course to almost 1,000 Allscrips associates.

### Team Lead, User Experience Strategist - Atlantic BT 2013 - 2014

- Provided design strategy across many product domains, including consumer, B2B, B2C.
- Worked with the business development team to attract and shape potential client opportunities—scope, estimate, and write proposals; led design pitches.
- Introduced rigorous UCD methods to enhance opportunity definition and validation of design.

Visit: [linkedin.com/in/keithheustis/](https://www.linkedin.com/in/keithheustis/) for complete work history.

## Skills & Expertise

- Thought leadership
- Storytelling
- Product Visioning
- UX Strategy
- User Research
- Design Ops
- Hiring / Retention
- Executive Coaching
- Team Culture
- People Development
- UCD Training
- Presenting / Speaking
- Facilitation
- Rapid Prototyping
- Agile Methodologies
- Design Systems
- Artificial Intelligence (AI)
- Product Led Growth (PLG)
- Data Visualization
- Accessibility (A11y)
- Localization
- Diversity, Equality and Inclusion (DEI)

## Education / Training

### Brown University

Sep 2022 - Apr 2023, Certificate Program, Leadership and Performance Coaching

### Pendo

Oct 2022 - Pendo Essentials

Apr 2023 - Product Analytics Certification

### International Coaching Federation

Nov 2022 - ICF Member

### Certified SAFe Program Consultant

Feb 2019 - Current, Scaled Agile, Inc.

### Gordon-Conwell, MA

Aug 2004 - Jun 2007, Graduate Degree, History

### Hope College, BA

Aug 1998 - Dec 2001, Undergraduate Degree, History