Robert Haverly

Founding/Principal Product Designer

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SUMMARY

I design interfaces, build software, and lead design teams for startups and enterprise technology companies. In my 20+ years as a professional, I've been the first or only designer on a product over 10 times. That usually means building the design function as well: the system, the research, the process, and the team that keeps it going. Three of those companies were acquired (Commonstock by Yahoo, Mustbin by LifeSite, oneID by Neustar). Most of my work has been in fintech, healthtech, security and identity, and for the last few years I've been neck-deep in agentic workflows and AI experiences.

SELECTED OUTCOMES

- PayPal Here: App Store rating from 2 stars to 4.5 in under a year; 15M+ downloads since. Built and staffed the team's first user research lab.
- Commonstock: grew design from one person to three and rebuilt the component system the acquirer inherited. $34M raised; acquired by Yahoo, 2023.
- MainStreet: design system and six design hires in four months for a fintech at a $500M valuation.
- Twenty: Hangouts, the instant meetup feature I designed from research, held over 50% weekly retention on college campuses.

SKILLS

Practice: Zero-to-one design functions, leading while still designing, hiring, design systems, research programs, usability testing, regulated product design (FDA/MLR, HIPAA, financial)
Design: Figma, prototyping in code, iOS and Android native patterns, responsive web, design tokens, documentation
Build: Swift and SwiftUI, Rust, TypeScript, HTML and CSS, Claude Code, Codex, MCP servers, Git, App Store publishing
Domains: Fintech and payments, healthcare, security, identity, developer tools

EXPERIENCE

Independent

Principal Product Design Consultant | Sep 2013 - Present | Contract
Clients include Eli Lilly, Sony, oneID, Mustbin, Twenty, IAAPA and Forum Education, between and alongside the roles below

- **Forum Education** (2026 - Present): sole designer on Forum Logbook, the tutor's app for a New York firm that represents elite tutors the way a talent agency does. Defined the product with the CEO, designed it for iPhone and Mac, and built its design system.
- **Eli Lilly** (Apr 2025 - Apr 2026): principal designer on international pharmaceutical websites under FDA and MLR review. Added the regulatory patterns to Lilly Design System 3.0 (88 components, 1,021 variants, 735 tokens).
- **IAAPA** (Dec 2024 - Apr 2025): design lead on the site redesign for the attractions industry's trade association, 6,000+ member organizations. Fixed the IA, led the Drupal migration and managed the agency partner.
- **Sony** (2024): designed the Sound Connect firmware update flow for wireless headphones and speakers end to end, with honest progress and no fake feedback.
- **Twenty** (Jan 2018 - Feb 2020): mobile design lead on a social app backed by Accel and Roc Nation. Ran the research behind a full overhaul and designed Hangouts, the instant meetup feature that held over 50% weekly retention.
- **Mustbin** (Sep 2015 - May 2016): founding designer on a secure personal-storage app ($6M raised, acquired by LifeSite in 2017).
- **oneID** (2013 - 2015): founding designer on a Khosla-backed passwordless identity platform, later acquired by Neustar: iOS and Android apps, browser extensions, an Apple Watch app that unlocked a Mac, the developer platform and the marketing sites.

Photon Medical

Principal Designer | Apr 2023 - Jul 2024 | First design hire
HIPAA clinical communication for clinicians and patients, 20-person company

- Owned the product across iOS, Android and mobile web; built the design system from scratch and worked with engineering from wireframes to production.
- Designed both sides of the platform: clinician tools for patient data, secure messaging and imaging, and the patient-facing side of the same conversations.

- Established UX process, a research program and A/B testing where none existed, inside HIPAA requirements for both populations.

Prelude
Founding Designer | Jan 2022 - Jul 2022
Continuous red team platform; $24M Series A led by Sequoia, April 2022

- First design hire at a company whose founders built CALDERA at MITRE. Designed the Operator desktop platform for autonomous adversary operations: the attack chain builder, attack simulation, and real-time monitoring for security engineers, using progressive disclosure so operators see the chain and drill into procedure configuration on demand.
- Introduced documentation, a design review cadence and decision tracking that survived engineering velocity.

Commonstock
Design Team Lead | May 2021 - Jan 2022 | Acquired by Yahoo, 2023
Social investing with linked brokerage accounts; $34M from Coatue, QED and Floodgate

- Grew design from one inherited designer to a three-person team and set the rituals and standards that made it a function.
- Led the audit and overhaul of a component library spanning hundreds of components, triaged by frequency of use, shipped in parallel with feature work so it never blocked a release.
- Shaped the roadmap with the CEO and Director of Product for acquisition readiness; the system became the foundation the Yahoo Finance team inherited.

MainStreet
Design Manager | Jan 2021 - May 2021 | Consultant
Tax credits for startups; $60M Series A led by SignalFire at a $500M valuation

- Built the design system for a product with legal and financial stakes, starting with the form, status, confirmation and error patterns on the core journey.
- Hired six designers in four months and put a lightweight design review in front of engineering decisions.

Topology Eyewear
Sole Designer | Feb 2020 - Sep 2021
Custom-fit eyewear from an iPhone face scan of 20,000+ measurements; $18M raised

- Sole designer through the pivot from a direct-to-consumer app to the Touchless Optical Platform, the tool opticians use to measure and fit patients in store or remotely; launched in the U.S. in January 2021.
- Designed the consumer face-scan flow and AR try-on and the optician tool on shared components, choosing responsiveness over photorealism so frames updated instantly.

Looplist
Director of Product Design | Jun 2016 - Jan 2018
Social shopping with AI recommendations, concept through public launch

- Set product strategy with the CEO and COO, designed the native app, built the design function and led three senior contract designers; presented to seed and angel investors.

Octopus Creative
Associate Creative Director | Feb 2014 - Aug 2015
Startup-focused product design studio in Santa Cruz, California

- Client strategy and delivery for Google, YouTube, eBay, Airbnb, Dropbox, Coin and CoverHound; embedded design lead for Google's experimental product work, overseeing four senior designers and seven engineers.

PayPal
Mobile Design Lead | Oct 2012 - Jan 2014 | PayPal Here

- Owned the transaction flow, catalog, reporting, onboarding, hardware pairing and the card reader on iOS and Android; built and staffed the research lab. 2 to 4.5 stars in under a year; 15M+ downloads.

PROJECTS

Designed in Figma, built and shipped with Claude Code and Codex.

- hexwatch, 2025 - present. Native iOS, iPadOS and watchOS monitoring for 20 developer services; AES-256-GCM cloud sync or zero-knowledge on-device Keychain mode; no analytics. Android in development.
- Auric, 2024 - present. macOS high-resolution audio player and converter; Drift, a Rust shuffle engine that sequences by key, BPM and energy; Signal, a recommendation service built on editorial data instead of listening history; and an open-source Rust terminal player (MIT): github.com/flntfnd/auric-tui.
- porkbun-mcp. Open-source MCP server for managing Porkbun DNS from any MCP client, local stdio only (MIT): github.com/flntfnd/porkbun-mcp.