

Melissa Wittmayer

Director of UX | Agentic Development Design | Human-Centered Innovation

Summary

I'm a design leader driving AI-first development and agentic UX at scale. This requires approaching product challenges as systems problems and mapping complex workflows to reusable components to accelerate delivery without sacrificing craft. I have a proven ability to operate as both a people leader and a hands-on IC across multiple concurrent teams and lead design strategy through influence in highly technical, cross-functional environments.

Ontra

Director of UX | 2026 – Present

- Balance director-level leadership with hands-on IC design work across three concurrent product teams, while directly managing 2 UX reports.
- Lead UX strategy for Ontra's agent-driven product suite, defining scalable interaction models for AI agents in legal and contract workflows.
- Architect and deploy Claude-based AI agents and skills to support UX designers in research synthesis, prototyping, and design operations.
- Redesign team workflows to enable UX designers to push front-end code directly, reducing handoff friction and accelerating time-to-ship in an AI-first development model.
- Drive org-wide adoption of AI-augmented workflows, balancing speed and efficiency with design quality and team wellbeing.

AppFolio

Manager, User Experience – AI Agents | 2024 – 2026

- Lead design strategy for AppFolio's AI assistant and agent ecosystem, emphasizing trust, fairness, and transparency in intelligent automation.
- Research and develop new design patterns for human-AI collaboration, including conversational, agent-driven, and context-aware models.
- Partner with AI research teams to prototype and evaluate multi-agent systems.
- Established scalable frameworks for responsible AI adoption that help teams design and evaluate ethically aligned interactions.
- Mentored cross-functional design teams in ethical AI practices, systems thinking, and long-term vision setting.

UX Design Lead, AI | 2022 – 2024

- Directed design efforts for AI-powered workflows and assistant features.
- Guided research initiatives that informed product roadmap and interaction strategy.
- Created design systems and frameworks supporting AI-driven user experiences.

UX Designer | 2019 – 2022

- Designed and tested user-centered solutions for property management professionals.
- Delivered iterative prototypes and partnered with engineers to launch new features.

Freelance UX & Product Design Consultant

Self-Employed | 2016 – 2019

- Partnered with clients to analyze user behavior and business challenges, providing actionable design recommendations.
- Conducted user research and data analysis to inform e-commerce and content strategies.

FareHarbor

Account Manager & Conversion Specialist | 2017

- Used Mixpanel and Google Analytics to analyze e-commerce behavior and uncover friction points.
- Recommended design changes and updated business practices to improve conversion rates.
- Aligned data-driven insights with client goals to optimize booking platforms.

Columbia University

Project Manager – Health Promotion Specialist | 2016

- Managed a research team investigating diverse health questions and synthesizing findings.
- Translated complex medical research into accessible online content for public use.
- Oversaw quality, clarity, and accuracy of published materials.

UC Santa Barbara

Leadership Program Assistant Manager – Health Educator | 2013 – 2015

- Designed and implemented yearly benchmarks and evaluations using meta-analyses of research.
- Developed evidence-based frameworks to measure program outcomes.
- Partnered with administrators to align program evaluation with institutional goals.

Houston Area Women's Center

Training Specialist | 2011 – 2012

- Designed and facilitated community-wide training for legal, medical, educational, and faith-based leaders on responding to survivors of domestic and sexual violence.
- Built prevention-focused education programs addressing victim-blaming and cultural systems of violence.

Education

Rice University – B.A. Health Sciences and Policy Studies

Skills

- Systems Thinking
- Human-AI Collaboration
- Agentic UX Design
- AI Agent Architecture & Tooling
- AI-First Design Operations
- Front-End Code Enablement
- AI Product Strategy
- Responsible AI & Ethics
- User Research & Synthesis