

Seth Gerard

VP of Design / AI-native products / Design organizations

720.299.7936

seth.gerard@gmail.com

linkedin.com/in/sethotron

sethgerard.com

SUMMARY

Design executive building AI-native products and the teams that make them. As VP of Design at Pax8, I led design for an agent-first business unit, rebuilt the product lifecycle around agents with humans in the loop, and grew a design, UX research, and content organization from 3 to 20+. 19+ years in complex B2B platforms, with a specialty in data-dense visualization.

EXPERIENCE

VP of Design · Pax8

Jan 2022 – Sep 2026

Joined as Senior Director of Product Design; promoted to VP of Design, Jan 2024

- **Built a 20+ person design organization.** Grew design from 3 to 20+ across product design, UX research, and content strategy, plus 7-10 contractors, with a management layer of 4 directors.
- **Led design for Pax8's agent-first business unit.** Co-led the reorg of Product & Engineering into core-marketplace and agent-first units. Designed a visual-first control surface for agentic fleet management: a new visualization of agent activity and actions, built to scale from a handful of agents to hundreds of thousands across hundreds of MSP clients (prototype; early access targeted Oct 2026). Set direction for an always-on assistant agent and an AI-driven intelligence platform.
- **Rebuilt the product lifecycle around agents.** Led Pax8's agentic transformation of the SDLC, building agents, skills, and an internal operating system with human-in-the-loop checkpoints, targeting 4x team throughput. Early measurement showed ~2.2x throughput with quality holding.
- **Turned a sales-driven distributor into a product-led SaaS marketplace.** Rebuilt Pax8's MSP platform around subscriptions, upsell and coverage-gap surfacing, cross-sell, catalog, billing, and support. Launched opt-in at 98% adoption, then moved to opt-out as reversion fell below 10%.
- **Launched a self-service vendor marketplace.** Ran strategy workshops with the CEO and senior leadership and turned the output into product architecture and PRDs. The pilot launched at 70% self-service completion and reached ~90% through iteration.
- **Architected Pax8's design system from the ground up.** Inner-source, token-based, and themeable, controlled from Figma through code. An MCP server made it available org-wide, driving ~90% adoption across product verticals.

Director of Design · Dreamstage

Apr 2020 – Dec 2021

Ticketed concert live-streaming platform, born out of the pandemic shutdown of live music

Founding design lead in stealth, full-time from April 2021 fundraise. Took the concept from 0 to 1 (MVP, brand, go-to-market) through launch, streaming 100+ concerts including Yo-Yo Ma, The Smile, and Mastodon. Built the design system and a product-led process; scaled the design team with company growth, hiring 3 additional designers.

Lead UX Architect · ProtectWise / Verizon

2016 – 2021

Designed across the entire product suite of a cloud network-security platform built around data-dense, real-time visualization, from threat detection and response to analyst workflows. After Verizon acquired ProtectWise, served as de facto design lead for Verizon's security products, setting direction for a unified experience across the portfolio.

Earlier experience

2007 – 2016

MapQuest · EffectiveUI · Wall Street on Demand

EXPERTISE

Design leadership / Org building / AI-native product design / Agentic workflows /
Design systems & tokens / Figma to code / MCP / Data visualization / UX research /
Content strategy / B2B SaaS & marketplaces

EDUCATION

BFA, Graphic Design + Interactive Media · Rocky Mountain College of Art + Design