

Barry Maxwell

Principal Product Designer

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20+ years of product design experience — with the last 15 focused on complex B2B SaaS products for technical audiences. I operate independently in ambiguous spaces, work AI-first from strategy through execution, and build systems that hold up at scale. Grounded in both visual design and front-end development.

Work Experience

ConnectWise – Principal Product Designer

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

- Designed and shipped the SaaS Security MVP in 9 months — cross-tenant security reporting, automated scheduling, and customizable dashboards. Launched on milestone and now serving thousands of MSP partners.
- Led the Microsoft Partner Center integration from product feature to platform infrastructure — drove cross-team alignment, shipped on milestone, and established a pattern referenced by other product teams.
- Set new standards across the design org — rebuilt the Figma Table component (78% fewer layers, adopted across 20+ designers), established a component defect process capturing 6+ bugs/month, and launched a 35-term Product UX Glossary that 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 and ran Swivel Studio for 12 years — delivering brand identity and digital experiences for tech startups, architecture firms, and boutique clients across design and front-end development.

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, Code-Based Prototyping

Tools: Figma, Figma Make, Claude Code, VS Code, Next.js, Vercel, Github, HTML/CSS