

Trisha Fey

SENIOR PRODUCT DESIGNER · AI / UX / PLATFORM

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SUMMARY

Senior Product Designer with 10+ years designing AI-powered enterprise platforms, agentic workflows, and complex internal tools. Specialize in translating ambiguous, high-stakes operational systems into scalable, human-centered products — with deep experience in human-in-the-loop AI, conversational interfaces, and decision-support tooling validated with real users on assistive technology. Currently leading 0→1 AI platform direction at Rocket Companies; seeking to bring interaction craft and systems thinking to frontier AI products.

EXPERIENCE

Senior UX Designer · Rocket Companies (Rocket Mortgage & Rocket Close)

July 2021 – Present · Detroit, MI (Remote)

- Led 0→1 design of **Nova**, an AI-assisted workspace combining agentic automation with human-in-the-loop decision support across title, notarization, and post-close workflows; consolidated 3–5 disconnected systems (Atlas, Salesforce, vendor tools) into one guided experience and earned a 2024 Rockie Award nomination — selected from 15,000+ employees for Innovation in Technology.
- Designed Nova's identity-matching workflow that replaces manual document scanning — reducing a 30–90 minute per-file task to an AI-led first pass with human verification, surfacing decision-ready summaries instead of raw documents.
- Defined human–AI interaction principles for Nova: bounded autonomy, transparent reasoning, ranked fallback decisions, and clear next-step guidance — establishing patterns now used as visionary benchmarks shaping multi-year company AI direction.
- Owned end-to-end redesign of **Clear Sign**, Rocket's Remote Online Notarization platform, across a 3-year, 3-phase evolution (2022–2024); delivered mobile-first, WCAG-aligned experience and reduced QR-related support calls from ~14% to under 1% by replacing scan flows with SMS-based ID verification.
- Partnered cross-functionally with engineering, product, legal, data, and operations to define problem spaces, de-risk technical complexity through high-fidelity prototypes, and align stakeholders before engineering investment; secured executive buy-in on Nova as sole UX lead before PM/PO assignment.
- Mentored junior and mid-level designers; led critique practice and championed UX research, accessibility, and systems thinking across the product organization.

Senior UX Designer · BGRS (now SIRVA)

May 2020 – June 2021

- Led end-to-end redesign of enterprise relocation dashboard serving employees, consultants, and corporate clients globally; replaced fragmented email-based workflows with a centralized, task-driven workspace across navigation, home, and calendar/list views.
- Partnered with Fable to design and validate WCAG AA experience with real users on assistive technology — screen readers, voice control, switch devices — across 6 device + tool combinations, establishing accessibility as a foundational practice rather than a finish-line check.

Digital & UX Designer · Hostopia

September 2015 – May 2020

- Led end-to-end UX for white-label SMB products deployed across 5 telecom partners (TELUS, Rogers, Bell, Cogeco, Hostopia); designed PromoPages, an auto-provisioned guided landing page builder bundled with core services as a customer retention play.
- Translated user research into flows, IA, and scalable interaction systems for responsive web platforms and SMB e-commerce products serving non-technical, multi-generational users.

Founder & Designer · Trisha Fey Designs

2012 – Present

- Independent practice spanning brand identity, product design, and web — including current work on Parlez, a structured relationship intelligence system combining emotional intelligence with analytical structure.

SKILLS

AI & Emerging: Agentic AI, human-in-the-loop systems, AI copilots, conversational UI, multimodal interfaces, generative AI prototyping, prompt engineering, natural language interaction design, AI trust & transparency, decision-support tooling.

Product & Design: Product design, platform UX, 0→1 design, systems thinking, design systems, internal tools, dashboards, user research, journey mapping, prototyping, interaction design, accessibility (WCAG 2.1 AA), cross-functional leadership.

Tools: Figma, Adobe Creative Suite, Sketch, Jira, Confluence, Miro, Lucid, Pendo, Google Analytics, UserTesting.

EDUCATION & RECOGNITION

Humber College — Advertising & Graphic Design, 2015

2024 Rockie Award Nominee — Innovation in Technology, selected from 15,000+ Rocket Companies employees for AI-driven platform and workflow design.