

# Wiebke Poerschke

Senior product designer: 20 years of shipping complex SaaS products. Now building AI-native workflows for design-to-code handoff.

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## Senior Product Designer, Risk Team – Lyft

Jan 2025 – present

*Full-time. Previously contract, Jan 2019 – Dec 2024.*

Sole designer on Lyft's Risk team since 2022. Previously worked across various Lyft surfaces. Currently responsible for RMIS (internal claims tooling for advocates and the FNOL team) and driver safety features.

- Redefined how design and frontend engineering work together: built a multi-agent Claude Code system with state management, ownership guardrails, and engineering handoff protocols. Pulls from Lyft's production component library via MCP. Cut design cycles by 70%; currently piloting with two frontend engineers.
- Designed and shipped AI features for 15 claim advocates: Chat with a File is now a daily-use tool. Adoption learnings (Chat with a Claim had lower pickup as a separate page) are informing the next iteration.
- Leading the RMIS 2030 vision: redefining the tool for an AI-augmented future, scaling a 15-person advocate team to cover claims from ~800 insurance adjusters.
- Designed and shipped multiple driver road-safety products including Smooth Cruiser Report and safe-driving campaigns. The harsh braking campaign reduced harsh braking by 3.9%, and the behavior change proved sticky beyond the campaign.

## Founder & Product Designer – WP Design

Apr 2016 – present

Independent design practice spanning consumer and enterprise, mobile and web, strategy and execution.

- Current AI-native work for two B2B clients: Wurthy (agentic finance/ops platform) and Samepage (AI monitoring for product managers). Same multi-agent Claude Code system adapted for each client's codebase; engineers on both teams reuse the prototype output directly.
- Past clients include Slack, Upwork, TripActions, HealthUniverse, Owlery, Uberall, and others

## Product Design Manager – SmartRecruiters

Jan 2020 – Dec 2022

Built SmartRecruiters' first Design Systems and Research functions from scratch. Managed a team of 4 (2 designers, 2 researchers). Defined the systems and research strategy for the organization.

## Lead Product Designer – EllieMae

Oct 2018 – Dec 2020

Designed across the entire EllieMae platform. Core contributor to the design system.

## Group Manager, User Experience – SugarCRM

Mar 2015 – Apr 2016

Managed 4 designers. Built the scaffolding for the new UX across web and mobile. Established engagement rules for design <--> engineering across the org.

## Co-founder & Product Designer – Stitch App

Apr 2013 – Apr 2016

*Acquired by SugarCRM in 2015.*

Co-founded Stitch, a mobile-first productivity app for sales reps. Led design and research across mobile and web. Managed design contractors, one full-time designer, and one intern.

## Lead UI Designer – Salesforce

Jun 2009 – Apr 2013

Shipped Chatter Desktop and Chatter Android. Design lead on next-gen Chatter iOS.

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## Education

**M.Des., Interaction Design** — Carnegie Mellon University, 2007–2009

**B.S., Computer Science / Digital Media** — HTWK Leipzig, Germany, 2002–2005 · GPA 3.83