

Alexander Lombardo

Experience Design Leader

Design team leader with 18+ years of experience building transformative digital experiences and scaling high-performing design teams. Currently, I serve as Group Design Manager at Sherwin-Williams, leading multidisciplinary teams to deliver B2C and B2B experiences that raise the bar for usability, accessibility, and craftsmanship. I thrive at the intersection of storytelling, strategy, and execution—shaping product vision, instilling design culture, and partnering with product and engineering to create measurable business impact.

Contact

(646) 207-4522

alex@alexanderlombardo.com

linkedin.com/alexanderlombardo

Portfolio

alexanderlombardo.com

Leadership Experience

Sherwin-Williams — *Group Design Manager*

2024 – Present

Lead UX design strategy and execution for global coatings B2B commerce and SaaS markets, shaping roadmaps and product vision while instilling a culture of craft and growth.

- **Lead and inspire** a high-performing UX design team transforming enterprise SaaS platforms for product development, supply chain, and commerce.
- **Partner with business, engineering, product, and architects** to deliver exceptional design solutions that balance technical feasibility with user-centered outcomes.
- **Integrated AI-powered tools** into the design process, enhancing efficiency and elevating insight quality.
- Champion initiatives **leveraging AI** for personalization and intelligent interfaces, creating a scalable foundation for user-centered design.
- **Establish enterprise design standards** and a dynamic component-based system for consistent cross-platform experiences.
- Act as a player-coach, contributing to design while **nurturing team culture** and guiding growth initiatives.

PricewaterhouseCoopers (PwC) — *Product Design Manager*

2021 – 2024

Directed a global product design team for PwC's cloud-based SaaS data aggregator platform, Analytics Foundation.

- **Systematized Craft:** Built and maintained enterprise-wide component libraries and design systems, enabling rapid product development and design consistency.
- **Influence & Strategy:** Partnered with 15+ senior stakeholders to align business strategy and design vision, resulting in 3 new initiatives and +25% customer engagement.
- **Operational Excellence:** Established design validation and accessibility compliance frameworks, raising overall product quality and inclusivity.
- **Team Growth:** Mentored designers across disciplines, scaling capabilities, and setting new standards of collaboration and delivery.

Alexander Lombardo

Experience Design Leader

Contact

(646) 207-4522

alex@alexanderlombardo.com

linkedin.com/alexanderlombardo

Portfolio

alexanderlombardo.com

Wunderman Thompson, Pickup Studios, Fabric Agency — *Product Design Lead (Consultant)*

2019 – 2021

Partnered with product teams to deliver commerce and enterprise-scale digital experiences.

- **Design Systems Leadership:** Created three enterprise design systems across 15+ product lines, reducing support tickets by 40%.
- **Business Impact:** Designed research-driven proof-of-concepts for global financial firms, securing long-term engagements.
- **Cross-Discipline Collaboration:** Built and scaled product teams across design, engineering, strategy, and content.

KeyBank — *SVP, Enterprise Design Manager*

2018 – 2019

Directed enterprise product design for retail and business banking.

- **Design Culture Builder:** Launched KeyBank's first design system and first dedicated Accessibility design team.
- **Customer Impact:** Drove the highest NPS in company history (2019) and reduced call center volume through customer-first product design.
- **Business Growth:** Increased digital active clients +8.7% YOY.
- **Talent Pipeline:** Established a UX recruitment and mentorship program with local universities.
- **Advanced Onboarding:** Reimagined onboarding experiences to improve activation and conversion from single to multiple account holders

Earlier Product & UX Design Experiences in creative agencies and enterprise consulting (2004–2018). Experience includes building design culture, delivering large-scale product design for retail and commerce clients, and developing multi-platform experiences with measurable outcomes.

Key Skills

- **Design Leadership & Culture:** Team mentorship, rituals, and growth environments
- **Vision & Storytelling:** Strategic framing, narratives, and insight-driven design
- **Craft Excellence:** Interaction design, Figma prototyping, visual design languages, content design
- **Operational Excellence:** Roadmap strategy, horizon planning, resource allocation
- **Commerce & Consumer Products:** Retail, banking, SaaS, B2B & B2C marketplaces