

Gregory Pabst

UX Design Director & UX Strategist

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- » A forward-thinking UX Design Director with 25+ years of experience steering UX teams and delivering intuitive web and mobile experiences for SaaS platforms, owning execution from early discovery through launch and holding a high bar for usability, clarity, and performance.
- » Builds and develops high-performing teams, setting direction, mentoring contributors, and aligning engineering and business stakeholders to translate ideas into sleek, scalable interfaces and workflows adopted by thousands of users.
- » Seeking the next professional challenge as a UX Design Director who builds and scales high performing creative teams, streamlines operational workflows, and delivers intuitive, user-centered products.

EXPERIENCE

Director of UX

5/2022- 3/2026 (Remote)

Madwire

- Directed a B2B SaaS marketing platform's UX team by mentoring 4 contributors, setting direction, and maintaining consistency in a multi-product ecosystem.
- Defined workflows, principles, and documentation, improving output quality and reducing friction between product, engineering, and stakeholders, notably revamped the entire onboarding process to skyrocket conversions by 30%.
- Evolved features from concept through launch, ensuring clarity, usability, and alignment with business goals, alongside product managers and engineers.
- Established a design system that standardized patterns and accelerated cross-platform delivery timelines.
- Delivered AI-enabled features that improved onboarding, streamlined workflows, and increased efficiency for small business users.
- Innovated time-saving, margin-enhancing internal tools alongside the leadership team, gaining their buy-in with winning use cases.

UX Manager & Product Owner

11/2016-7/2020 (Orlando, FL)

Market Traders Institute

- Spearheaded UX strategy and execution for SmartTrader, a SaaS charting platform with 5000+ paying subscribers, guiding the product's evolution from prototype to full release.
- Oversaw a globally distributed design team of two and aligned their efforts across time zones, and met consistent delivery targets on schedule and within budget.
- Produced 50+ new features and add-ons annually by identifying unmet user needs and expanding the product's capabilities in line with financial literacy education programs.
- Built a marketplace within the platform to unlock new revenue streams from in-app purchases.
- Created pattern libraries, design systems, and reusable frameworks that raised production speed and maintained consistency with a more cohesive user journey.

Co-Founder & Creative Lead

3/2015-5/2024 (Remote)

SeizAlarm

- Founded a mobile health SaaS platform delivering real-time seizure detection and caregiver alerts, serving 4000+ users globally.
- Validated market demand, shaped vision, and guided development from concept through launch on Apple Watch.
- Instituted a subscription-based model that enabled recurring revenue and long-term retention, and expanded partnerships and platform capabilities, focusing on reliability and user trust.
- Positioned the company as an attractive asset for a \$2.5M acquisition by Applause and sustained business continuity and momentum during the transition to new ownership.

UX Lead

7/2012-10/2016 (Remote)

Voce Communications

- Mobilized 5+ developers and creatives to execute UX initiatives for a MarComms consultancy's client portfolio that included Disney, Microsoft Studios, Facebook, Sony PlayStation, the FDIC, and other iconic brands.
- Revamped The Pioneer Woman platform, which drew 19M monthly page views, reducing bounce rate by 29% and surging content discovery.
- Elevated engagement for Disney Newsroom, boosting session duration by 15% and dropping bounce rate by 24% using analytics-driven improvements.
- Optimized the FDIC's data platform's usability via wireframing, prototyping, and user testing.

Marketing Design & Development Manager

3/2007-7/2012 (Lenexa, KS)

Codero

- Recruited 5+ designers and developers and mentored them to bolster a web hosting company's delivery efficiency and amplify collaboration, and identified top performers to accelerate their careers and retain their talents.
- Reworked site architecture, reducing content from 4000+ to 150 keyword-focused pages and magnifying search performance.
- Modernized brand and web presence and preserved legacy positioning by embedding UX best practices into workflows; these reduced bounce rates on key properties.
- Designed customer portal features focused on retention, engagement, and upgrade paths.

Creative Director

5/2003-3/2007 (Overland Park, KS)

Aberration Ventures

- Administered a network of 34 websites, overseeing UX, UI, and branding for multiple properties.
- Conceived backend interfaces and user flows for multiple digital products.
- Coordinated three reliable domestic and international contributors to produce memorable, attention-grabbing websites in line with clients' delivery standards in the internet's formative era.

Senior Web Designer

5/2003-3/2007 (Overland Park, KS)

Communtech

- Crafted a web hosting company's various websites and client portals, improving usability and visual consistency.
- Integrated with engineering teams to deliver a redesigned webmail interface.

Other Roles

- **Consulting Analyst**
Theoris. 12/2000-7/2001 (Kansas City, MO)
- **Web Designer**
Atlas Communications. 12/1998-12/2000 (Springfield, MO)
- **Web Designer**
National Internet Service. 6/1997-12/1998 (Nixa, MO)
- **UX Design Consultant & Product Strategist**
SquareOrbit. 12/2000-Present (Remote)

EDUCATION

Missouri State University

Bachelor of Science in Computer Information Systems

Semester Abroad at Zuyd University of Applied Sciences in Sittard, The Netherlands

SKILLS

Interpersonal

Leadership | Stakeholder Mobilization | Cross-Cultural Communication | Cross-Disciplinary Dialogue | Conflict Resolution | Public Speaking | Mentorship & Coaching | Recruitment | Negotiation | C-Suite Advisory

Expertise

Product Design Oversight | UX Strategy | Design Systems | Design Operations | User Research & Testing | Interaction Design | Information Architecture | AI-Powered Design Workflows | Web & Mobile UX | Responsive Design | Creative Problem-Solving | A/B Testing | Prototyping | Wireframing | Analytics Insights | Project Management | Agile Methodologies | Brand Design | B2B/B2C SaaS

Tools

Figma | Figma Make | Adobe XD | Photoshop | Illustrator | Gemini | Claude | ChatGPT | Google Analytics | Fullstory | Google Business Suite | Microsoft Office | Hotjar | Jira | Trello | Confluence | Notion | Miro | Zeplin | Sketch | Axure | HTML/CSS | Uizard | Storybook