

Hello, I'm TARA COUGHLIN

LEAD PRODUCT DESIGNER + LEADER

Product Design Leader + Individual Contributor

tara-lynn-coughlin.com

taralynncoughlin@gmail.com

mobile (815) 210-2762

About

Lead Product Designer and design leader with 10+ years of experience scaling digital products across web, mobile, CRM, and browser extensions. Systems thinker skilled in turning complex, ambiguous problems into intuitive user experiences. Proven track record building design systems, leading high-performing teams, and driving business impact, including creating a global design system that reduced handoff time by 50%. Leverages AI workflows throughout research, concepting, and rapid prototyping. Strategic leader and hands-on contributor.

Experiences

Today

Better Together Design Lead Product Designer

Bolt.new - Lead Product Designer, Display Ad Program

- Partnered with design leadership to establish and scale Bolt.new's display ad program from concept to launch.
- Built an AI-assisted concepting workflow using Claude Design and Figma Make, boosting creative output by ~50%.
- Designed a slot-based Figma component system enabling 80+ testable ad variations across multiple formats and swappable product mockups.
- Defined creative strategy, visual direction, and tone of voice tailored to SaaS, small business, and entrepreneur segments.

Raise.com - Lead Product Designer (6-month contract)

- Partnered with the Head of Product and Design to unblock roadmaps and accelerate web and design system build-out.
- Designed core web experiences including brand landing pages, category pages, gifting, onboarding, and modal flows, redesigning onboarding to cut friction with tailored paths for new and returning users.
- Integrated MoonPay crypto payment flows across web and native apps, reducing checkout to a single click.
- Lifted trust signals and SEO performance through site architecture, structured breadcrumb navigation, and ADA compliance.
- Expanded the design system with component guidelines, change logs, and accessibility standards.

Jan, 2026

Ziff Davis - RetailMeNot
Product Design Manager

- Managed product and marketing designers owning end-to-end UX across web, iOS/Android, CRM, and browser extension.
- Founded global design system (NED), cutting design-to-dev handoff time by 50% across 6 product teams.
- Led data-driven home screen redesign and unmoderated prototype testing, driving full 100% rollout due to strong engagement gains.
- Architected growth initiatives including Instant Cash Back on gift cards, accelerating payout timelines from ~45 days to instant.
- Spearheaded full brand refresh and defined foundational UX patterns scaled company-wide.
- Partnered with executive leadership on product strategy while mentoring design staff at all levels.
- Integrated generative AI tools (Claude, Gemini, Copilot) to streamline research synthesis, prototyping, and ideation.

Nov, 2025

Aug, 2022

Raise Marketplace

Creative Director - Product and Marketing

- Promoted from Visual Designer to Creative Director, serving as the primary design voice across all product lines over eight years.
- Built the design function from the ground up, including Raise's first design system and repeatable design processes.
- Owned end-to-end UX for a consumer marketplace with B2B complexity, translating business goals into cohesive B2C and B2B experiences.
- Built and mentored a high-performing design team.

Aug, 2022

Aug, 2014

Skills

Expertise

- Product design
- Product strategy
- Creative direction
- Design systems
- WCAG/ADA
- Team Leadership
- Mentoring + coaching
- Branding + visual design
- Design Ops

Process + Design

- Prototyping
- Data-informed design
- AI-assisted workflows
- Information architecture
- Copywriting
- User research
- Responsive design
- User flows + journeys
- Email/CRM
- Vibe coding

Technical

Figma + Figma Make
Claude
Framer
Base44
Adobe CS
usertesting.com
Gemini
Magnific

Education

Illinois State University
Bachelor of Science
Graphic Design