

Cynthia Smith

Lead Product Designer · Enterprise platforms & design systems

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Product design leader with 15+ years turning complex technical systems into products operators can trust. I set experience strategy for enterprise SaaS in networking and security, raise the quality bar across a product, and encode design-system guidance so teams—and AI agents—apply the same rules.

EXPERIENCE

Cisco

Austin, TX (Remote) · Sep 2020 – Present

Lead Product Designer, Nexus Hyperfabric / Cloud Control

Aug 2023 – Present

- Set product-level UX direction: owned end-to-end experience for net-new capabilities—including IP SLA, static routing, topology at scale, Fabric Designer, and operations views—from problem framing through shipped software.
- Established a product-wide quality baseline through a heuristic audit of Fabric Designer, provisioning, onboarding, and routing, then converted findings into a redesign roadmap covering import/clone, candidate review, empty states, and shared details-panel patterns.
- Designed for operational scale: topology lens views, device health (CPU, disk, memory), cabling at volume, bulk port configuration, and async configuration so operators can manage larger deployments without losing control.
- Operationalized Magnetic design-system and Cloud Control guidance as reusable prototypes, review skills, and agent workflows—so design quality is encoded in the working system, not dependent on one-off reviews.

Sr. Product Designer, Cisco Secure Email Threat Defense

Sep 2020 – Aug 2023

- Design lead after GA. Defined product design strategy with PM and engineering: a threat-centric landing experience, investigation workflows, and data visualizations that helped operators tell a good day from a bad day—and act on it.
- Led Magnetic design-system adoption after a full product audit, translating existing pages and components into a shared Cisco Secure visual and interaction language.
- Partnered with customers, support, and stakeholders to turn beta feedback into prioritized improvements for deployment, attack remediation, and visibility.

Thermo Fisher Scientific — Human Factors Engineer, Staff (Sr. UX Designer)

Austin, TX · Sep 2018 – Sep 2020

- UX design lead for Chromatography and Mass Spectrometry software: research, interaction models, visual design, and prototypes that translated dense instrument workflows into a web platform usable by expert scientists and less technical operators.

Qualcomm

San Diego, CA · Sep 2006 – Jun 2018

User Experience Designer, Staff

Apr 2012 – Jun 2018

- Planned, managed, and delivered mobile and web solutions across business units, collaborating with cross-functional product teams in multiple geographies.
- Designed UI for Qualcomm Life's 2net Central and created high-fidelity automotive demos—cluster, infotainment, passenger, and rear displays—for conference showcases.
- Introduced design-documentation processes that reduced time-to-dev for assets and specs; mentored junior designers.

Visual Designer, Staff

Sep 2006 – Apr 2012

- Provided visual design for internal and external mobile and web applications across Qualcomm departments, working within a cross-functional UX team.

EXPERTISE

Product strategy · Information architecture · Design systems · Interaction design · Enterprise SaaS · Design operations · AI-assisted design · Mentorship & hiring · Figma · HTML/CSS

EDUCATION

San Diego State University

BA, Art (Graphic Design)