Nina Rumbines

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EXPERIENCE

Gladly, Remote

Principal Product Designer
Sep 2026 - Present

Staff Product Designer
Aug 2023 - Sep 2026

Senior Product Designer
Apr 2021 - Aug 2023

- Leading design of the Agentic Commerce experience, piloted by 60 Gladly customers since its mid-2026 launch, driving 3.1× higher shopper engagement and 8.8× more cart adds.
- Led 0-to-1 design of Gladly AI's configuration interface, creating an intuitive, no-code setup experience for CX managers. Adoption grew from a small group of innovation partners to 50% of Gladly's customer base within one year, with Gladly AI resolving 800k+ customer inquiries per quarter—a significant reduction in support costs and agent workload.
- Transformed Gladly AI from early vision to complete product experience by partnering with executive, product, and engineering leadership to define strategy, then working with Marketing, PMM, and Education to shape go-to-market materials—resulting in aligned messaging and customer experience across all touch points.
- Led end-to-end design for 30+ consumer and admin features since 2021, enabling CX managers to independently manage channel configurations without requiring ongoing support and empowering consumers to self-serve.
- Developed design toolkits and frameworks allowing a 2-person design team to support seven teams (three product managers, 25+ engineers). This foundation enabled reliable delivery of complex features like Gladly AI Guide Authoring and Testing, App Actions, Gladly AI Sales, and conversational Chat. Led the integration of Gladly's design system with our Claude workflow, enabling engineers and every employee to prototype and build on-brand product UI.

Bynder/Webdam, San Mateo, CA

Senior UX Designer
July 2018 - Apr 2021

UX Designer
Nov 2016 - July 2018

- Eliminated search silos and enabled users to find assets in a single query by designing a unified search across Webdam's product suite.
- Established shared design practices including research processes, design critiques, and team syncs across teams in San Mateo, Barcelona, and Rotterdam post-Bynder acquisition—accelerating alignment between 6 squads with embedded designers globally.
- Led design for Brand Connect, enabling marketing managers to create brand portals for distributing guidelines, assets, and approved materials—reducing setup time and improving brand consistency across customer organizations like Tabasco, Mercedes, and F1.

Tata Communications, Burlingame, CA

Interaction Designer
Aug 2014 - Sep 2016

- Collaborated with the digital marketing team and internal stakeholders and applied UX research methods and iterative design processes across projects like the corporate site redesign, Tata CDN product sites.
- Owned design for MadeApp, a WebRTC-based team collaboration platform, from initial wireframes, user feedback, design to development partnership, to launch— my first full-scale web application project.

EDUCATION

University of Idaho M.S. in Psychology, Human Factors, 2020 - 2024

MIT CSAIL HCI for UX Design, 2018

BLOC Inc. UX Design Apprenticeship, 2014

University of the Philippines B.A. in European Languages, 2004 - 2011