

William Pringle

Principal Product Designer (AI & Enterprise UX)

Email: wg@pringle.design

Portfolio: <https://www.pringle.design>

LinkedIn: <https://www.linkedin.com/in/wgpringle>

Phone: 304-616-1111

Location: Reston, VA

SUMMARY

Principal Product Designer with extensive experience designing AI-powered, enterprise-scale products across GenAI, conversational interfaces, agentic workflows, and B2B SaaS platforms. Specializes in human-AI interaction, complex enterprise UX, and translating emerging AI capabilities into trusted, usable product experiences. Proven ability to lead ambiguous problem spaces, define scalable interaction patterns, and partner closely with product, engineering, and AI teams to deliver secure, production-ready solutions.

EXPERIENCE

Principal Product Designer

Oracle Corporation

04/2023 – Present
Reston, VA

- Lead product design for **GenAI and agentic enterprise experiences**, focusing on conversational workflows for complex, data-rich systems.
- Define **scalable human-AI interaction patterns**, including multi-agent orchestration, response transparency, explainability, and trust-building UI.
- Design and iterate on **AI workflows**, conversational interfaces, and task-oriented copilot experiences embedded in enterprise platforms.
- Partner with product management, engineering, AI researchers, and security teams to translate evolving AI capabilities into usable, compliant product solutions.
- Create high-fidelity prototypes, system diagrams, and design documentation to align near-term delivery with long-term platform strategy.
- Influence product direction through design leadership, strategic thinking, and cross-functional collaboration at the principal level.

Principal UX Designer

NowSecure

03/2021 – 01/2023
McLean, VA

- Led redesign of **security, risk, and compliance workflows**, improving usability for high-stakes enterprise UX, data-dense, decision-making.
- Simplified complex technical processes through improved information architecture, interaction design, and task flow optimization.
- Designed reusable patterns and detailed documentation to support scalability across a growing SaaS product.
- Partnered closely with product and engineering to balance user needs, technical constraints, and business objectives.
- Contributed to design strategy and product quality across a fast-moving enterprise environment.

Senior UX Designer

Capital One

08/2019 – 03/2021

McLean, VA

- Designed customer-facing digital product experiences focused on onboarding, activation, and usability at enterprise scale.
- Collaborated with product, engineering, and business stakeholders to align design decisions with measurable outcomes.
- Contributed to shared design systems and repeatable interaction patterns to improve consistency across products.
- Supported data-informed design decisions through research, testing, and iterative refinement.

Staff UI/UX Designer

FireEye

03/2016 – 12/2018

Reston, VA

- Redesigned dense, data-heavy security workflows to help analysts interpret signals more efficiently and make faster decisions.
- Created shared design patterns across multiple products, improving scalability, consistency, and usability.
- Translated complex technical requirements and security concepts into intuitive enterprise user experiences.
- Worked cross-functionally with engineers and product leaders in highly technical environments.

Senior UX Designer

Metricly

07/2011 – 03/2016

Reston, VA

- Led product design for cloud monitoring and analytics workflows used by technical enterprise customers.
- Simplified complex platform interactions through iterative design, prototyping, and close engineering collaboration.
- Facilitated cross-functional problem-solving and helped evolve a more scalable, user-centered SaaS product.

SKILLS

Product & UX Design: Design, GenAI Product Design, Agentic UX, AI workflows, LLMs, Conversational Interfaces, Service Design, Design Strategy, UX/UI Design, Design Systems, Scalable Interaction Patterns, Human-AI Interaction, Multi-Agent Experience Design, Prompt design, Enterprise platforms, B2B SaaS, Data visualization, Accessibility / WCAG

Collaboration: Cross-Functional Collaboration, Stakeholder Alignment, Product Thinking, Consultative Problem Solving, Agile Delivery

Research & Process: Design Documentation, Rapid Prototyping, UX Research, Usability Testing, Information Architecture, Workshop Facilitation

Tools & Tech: Figma, HTML, CSS, JavaScript

EDUCATION

BA in History

West Virginia University

Computer Science / History

1987 – 1996 · Morgantown, WV

TRAINING

Stanford Online

UI/UX Design for AI Products