

Marissa Panganiban

Full Stack Product Designer & Leader · UX Strategy · Accessibility · Design Systems · Multi-Channel Design
howtowowdesign.com

PROFESSIONAL SUMMARY

Full stack product design leader with 25 years of experience crafting human-centered, multi-channel products from early discovery through launch and continuous improvement. At United Airlines, leads UX and a cross-disciplinary design team for enterprise platforms, AI-enabled tools, and high-scale employee products serving 100,000+ employees across 30+ products. Combines hands-on craft with systems thinking and a strong commitment to inclusive, accessible design. Thrives in collaborative, mission-driven environments where design creates genuine human impact.

CORE COMPETENCIES

- UX Strategy & Product Vision
- Accessibility & Inclusive Design (WCAG AA)
- Information Architecture & Interaction Design
- Design Systems & Visual Identity
- AI Adoption Strategy & Governance
- Prototyping & Visual Design (Figma, Sketch, InVision, Adobe Creative Suite)
- Content Strategy & Information Design (Web, Email, Documents)
- HTML / CSS & Front-End Fundamentals

PROFESSIONAL EXPERIENCE

Product Design Manager (Apr 2025 – Present)

United Airlines, Chicago, IL

Leads UX and product design for United's employee digital ecosystem within Corporate Communications, spanning AI, intranet, pilot recruitment, and frontline tools.

- Defines product direction across AI, intranet, and employee platforms, translating complex requirements into clear, scalable UX solutions
- Sets UX direction for complex, cross-functional initiatives, establishing standards for information architecture, accessibility, and scalable systems across enterprise products
- Established responsible AI guidelines for Figma AI, defining guardrails for data privacy, security, and appropriate use to enable safe adoption of AI-assisted workflows
- Built and mentors a 5-person cross-disciplinary design team, elevating craft quality and strengthening UX execution across projects

Lead Product Designer (Nov 2019 – Apr 2025)

United Airlines, Chicago, IL

Led UX and product design across 30+ enterprise products, specializing in information architecture, complex flows, and scalable UX systems. Notable accomplishments:

- Designed and shipped United's first generative AI employee tool, driving 329% user growth (3K → 12K+) through prototyping, usability improvements, and cross-functional alignment
- Led product design for UnitedAviate.com, translating complex program logic into decision tools and user flows that reduced support inquiries by 60–80% YoY
- Defined UX strategy and continuous improvements for United's enterprise intranet and mobile app, serving 82K+ daily users and 800K+ daily pageviews
- Launched the United Aviate Academy site, shaping messaging, IA, and UX—contributing to 7,500 applicants in year one, with 75% women and people of color
- Drove Figma adoption across 90+ projects, improving collaboration, consistency, and delivery speed

Digital Designer, Contract (Nov 2018 – Nov 2019)

United Airlines, Chicago, IL

Delivered high-volume digital communications across intranet, email, and campaigns, translating stakeholder needs into clear, user-friendly, responsive layouts. Notable accomplishments:

- Designed UX, wireframes, and content for the initial launch of UnitedAivate.com, establishing structure and core user flows for a new pilot recruitment platform
- Redesigned United Daily, the company-wide internal newsletter, improving accessibility, content hierarchy, and readability—significantly improving usability for visually impaired users

Creative Director (2008 – 2018)

How to Wow Design, Inc., Chicago, IL

Design and strategy consultancy delivering brand identity, UX, front-end web development and digital marketing across healthcare, education, B2B SaaS, and mission-driven organizations.

Associate Art Director (January 2005 – September 2008)

The Mx Group, Chicago, IL

Led design and development of award-winning print and interactive projects for a fast-paced, full-service B2B marketing agency, working across branding, web, email, direct mail, and tradeshow for clients across industries.

- Developed the company's procedures for interactive media and web workflows; specialized in SEO strategy and standards-compliant execution.

Earlier Career

Obama for America — GOTV Director (2008) · Loyola University Chicago — Web Design Instructor & Teaching Assistant (2001–2002)

EDUCATION

Loyola University Chicago — Bachelor of Arts and Sciences, Design & Visual Communication

CERTIFICATIONS & VOLUNTEER

- CPS Career & Technical Educator Endorsement, Illinois State Board of Education (Sep 2018 – 2024)
- Hospital Magician (Volunteer), Open Heart Magic (2020)
- CILS DUE - B2 Italian Language Certification, Università per Stranieri di Siena (2018)
- Presidential Inaugural Committee (Volunteer), Obama Inauguration, Washington, DC (2009)