

Adam Green

Product Design + Strategy Leader
AI & Growth Specialist

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Core

Product design leadership & team coaching

Growth & experimentation
(activation, funnels, retention, SEO)

Design systems & component libraries

AI/ML product UX & prototyping

User research (qualitative & quantitative)

Product strategy & cross-functional alignment

Accessibility & inclusive design

Tools & Technical

Design & Systems: Figma, Adobe CC, Storybook

Experimentation & Analytics:
Amplitude, Metabase, Braintrust, Datadog

AI & Prototyping: Cursor, ClaudeCode, OpenAI API, Supabase

Collaboration: JIRA, Notion, GitHub

Language: SQL, Python, HTML/CSS/JS, TypeScript/React

Education

California College of the Arts
B.F.A Design + Sculpture

Honors: Commencement Speaker,
2x Dean's list, Summa Cum Laude,
Student Representative to the Board

Product Lead, Reforge Build (AI Prototyping Platform)

2025 - Present

Reforge

- Defined product vision and roadmap for Build, an AI-native prototyping platform driving from closed to open beta.
- Designed early user journeys, workflows, and system foundations for scale.
- Partnered with engineering to translate complex AI capabilities into intuitive, production-ready interfaces.
- Established design system and component patterns to support future growth.

Staff Product Designer

2022 - Present

Reforge

- Led the launch and design of our Enterprise team, leading to an increase 15% increase in ARR within 6 months (~\$4m)
- Player/coach and design team lead, managing 4 designers for our membership product
- Lead on our product unification effort, taking Reforge's 3 product lines (built on 2 distinct tech stacks) and merging them for a consistent user experience
- Developed the growth strategy for new products and implemented v1 of our SEO, Sharing, and UGC related growth loops
- Led the overhaul of our Figma libraries to consolidate multiple design systems and align with our front end component libraries, including tokens and variables, resulting in increases in our build velocity and drastic reduction in UI bugs

Senior Product Designer, Growth

2021 - 2022

Reforge

- Developed the growth strategy for new products and implemented v1 of our SEO, Sharing, and UGC related growth loops
- Overhauled sharing features leading to a 379% increase in conversion effectiveness and \$300k in new ARR 2 months after release
- Designed initial programmatic SEO landing pages leading to a 200k traffic increase visitors in first 4 months
- Spearheaded the evaluation and implementation of Sprig, a no-code survey tool, now the primary means for the product team to generate qualitative research

Founding Designer

2020 - 2021

User Hero

- Led a team of 3 engineers to go from early concept/problem discovery to launch in 5 months, landing #3 on Product Hunt
- Conducted 100+ of hours of user interviews and prototyping to develop personas, IA, user journeys, user flows, storyboards, wireframes and high fidelity screens
- Built initial design system, component library and delivered hi-fidelity screens to engineering team
- Designed, built, and SEO optimized customer marketing site leading to a 240% traffic and 12% conversion increases.

Co-Founder + Product Design Lead

2017 - 2020

Public Recreation/Workout Daily (YC S18)

- Accepted to Y Combinator Summer 2018 batch and raised over \$1.5m in seed funding after growing to over 1000 members in 5 months