



phillipgockel.com
gockelpn@gmail.com
703.470.4746

Education

James Madison University
BFA, Graphic Design

Skills

Product design
Design coaching
Design strategy
Systems thinking
Interaction design
AI-assisted prototyping
Visual design
Motion design

Tools

Figma, Claude, OpenAI Codex,
Google Antigravity, Principle,
Adobe CC, Mural, Miro,
Smartsheet

Mural Remote

Principal Product Designer 2022–2026

- Led design of a flexible integrations platform that syncs external data into Mural, enabling teams to connect Jira, Salesforce, Asana, and other systems to the canvas while reducing manual updates across workflows
- Improved canvas navigation and complex widget interactions in collaboration with the core product team
- Championed systems-level design consistency through vision work, critiques, and mentorship across the organization
- Key contributor to Mural's redesign, ensuring a cohesive experience across platforms and use cases

Smartsheet Bellevue, WA / Remote

Product Design Manager 2019–2022

- Built and led a team of six designers focused on Smartsheet's core experience
- Provided regular coaching, career development, and design feedback
- Established team processes that improved delivery predictability, design quality, and long-term team retention
- Collaborated cross-functionally to drive product vision

Senior UX Designer 2016–2019

- Led a year-long redesign of Smartsheet's core information architecture to support long-term scalability
- Promoted a culture of collaborative critique and feedback
- Created a design pattern library to streamline and unify team output

3Pillar Global Fairfax, VA

Senior UX Designer 2014–2016

- Designed web and mobile apps for clients including National Geographic, Time Warner Cable, and EverFi
- Served as the primary client contact for design-related needs

UX Designer 2012–2014

- Built responsive sites and mobile apps for clients including GEICO, Northrop Grumman, and the Society for Science & the Public
- Worked directly with clients to address design needs and product concerns

Greenfield/Belser Ltd Washington, DC

Junior Designer 2010–2012

- Designed and produced branding, advertising concepts, and websites for B2B and nonprofit clients
- Improved usability and consistency across web design concepts

Design Intern 2010

- Assisted design and production teams from concept through final digital and print materials