

AARON K. WHITE

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Product & Design Executive. Builder.

25 years across code, design, and product, with a computer science degree. Founding designer to VP of Product & Design at StackHawk as the company grew to \$6.5M ARR and 500+ customers. Building with AI since 2021, and still building small products end-to-end where agents do most of the execution.

CAREER HIGHLIGHTS

- Joined StackHawk as founding designer and grew with the company to VP of Product & Design, reporting to the CEO, from zero to \$6.5M ARR and 500+ customers including Fortune 100 companies.
 - Built design teams from scratch at StackHawk and VictorOps, and led the VictorOps team through its acquisition by Splunk.
 - Owned the VictorOps mobile product strategy, roadmap, and budget, and led the native rebuild of both the iOS and Android apps.
 - Moved the design practice from static Figma mockups to code as the source of truth, and turned a visual brand designer into a product designer building her own AI research tooling.
 - Drove customer discovery deep into the team's process, from live-interview design sprints to a full customer-journey mapping exercise that reset how everyone thought about the product.
 - Led AI adoption across StackHawk, from internal team workflows to building and shipping AI-powered product features, and helped customers use StackHawk's AI to secure their own AI systems.
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EXPERIENCE

Founder | SienarLabs

2026 – Present

Designing and shipping products from idea to deployed code, with AI agents handling much of the execution while I own product and design decisions.

StackHawk | Founding Designer → VP of Design → VP of Product & Design

2020 – 2026

Developer-first API security company, Series B+. Joined before incorporation as the founding designer and left six and a half years later as VP of Product & Design, reporting to the CEO, at \$6.5M ARR and 500+ customers across technology, healthcare, financial services, and air travel. Grew the design team from zero to five across product design, visual design, content design, and product management.

VP of Product & Design (2024 – 2026)

- Ran Product and Design together, owning roadmap, strategy, and positioning through \$6.5M ARR.
- Presented product strategy to the board every quarter for over two years, including the next quarter's investment priorities, and won the board's buy-in on API Discovery, Sensitive Data Detection, and the move to a hosted scanner.
- Shipped AI features designed around progressive disclosure and human-in-the-loop automation instead of a chatbot, including LLM Detection, FlightPath, API Spec Creation, and MCP integrations for Cursor and Claude Code. Co-wrote the Q1 2026 AI roadmap with the CEO.
- Led the AI transformation of the whole 45-person company: the internal hackathon, the company AI handbook, training for every team.

- Moved the design practice off static mockups and onto code as the source of truth, with working prototypes built alongside agents.
- Rebuilt the component library for AI agents with Claude Code. AI then built a feature's UI straight from those components, with no design phase.
- Replatformed the documentation product solo, while running the product organization. Organic traffic rose more than 25%, and referrals from AI assistants emerged as a new way customers found us.
- Turned non-engineers into builders: a visual brand designer grew into a product designer building her own AI research tooling, and the team's product marketer shipped documentation changes through Claude Code.

VP of Design (2022 – 2024)

- Grew design from a founding designer to a team with a senior product designer and a visual designer, and gave the team full autonomy over product design.
- Made discovery the baseline for product development as the team scaled, bringing developers into customer conversations alongside product and design.
- Designed and ran a two-day product vision workshop across product, design, engineering, sales, and customer success that found where enterprise onboarding broke and set a year of roadmap focus.
- Reworked the proof of concept and onboarding with customer success, and ran signup experiments. The technical win rate climbed from 76% to 92%, time-to-win dropped by 20 days, and signup conversion doubled.
- Rebuilt Raptor UI with the front-end engineers so the app, docs, and marketing site, each on its own stack, could share one design system.
- Invested in the documentation site as part of the product experience, with designers, a content designer, and the product marketer updating content and layouts alongside development. A handful of customers and prospects called it out every quarter.
- Partnered with product marketing and go-to-market teams to ensure the website, ads, sales materials, and campaigns used the same language and tone.
- Pushed to own the marketing site's code, rebuilding it off WordPress as a static site on a headless CMS, with a component system marketers could use to make changes and run experiments on their own. Search rankings and conversions grew every quarter.

Founding Designer (2020 – 2022)

- As the founding designer, built the Raptor UI design system before the first screen, so engineering could build without waiting on design. The platform went GA eight months later.
- Built every customer-facing surface from scratch: brand identity, voice, website, product UX, and conference presence. Helped write the company's core values.
- Served as the de facto product lead before the first PM hire, leading the product to product-market fit and \$1M ARR in the first two years.

UX Manager | GitLab

2019

Hired technical designers across three product stages, including across Europe on a cross-timezone basis, and led design direction for the Incident Management platform.

Director of User Experience | VictorOps / Splunk

2016 - 2019

Built and led design teams across web and mobile at the on-call incident-response platform. Owned the mobile product outright as product lead: strategy, roadmap, and budget, combining design leadership and product ownership in one role. Led the design organization through the company's acquisition by Splunk, carrying the team and product through the transition.

Principal UX Designer | Workiva

2012 - 2016

Established UX as a peer to product management and engineering at the SaaS platform for SEC and regulatory reporting. Traveled to satellite offices training designers, PMs, and researchers in discovery methods, game-storming, and interview techniques, and grew the practice to include researchers and content designers, with discovery and lean UX as the operating method.

EARLY CAREER

UX Design Lead | EmpireAvenue

Web Designer | MySQL

Web Analyst | Grant Thornton

Sr. Support Analyst | Tek Systems / Bank of America

IT Analyst | Whole Foods Market

Web Developer | Sun Microsystems

EDUCATION

Bachelor of Science, Computer Science, Regis University

Associate of Fine Arts, New Mexico Military Institute

SKILLS

Leadership: Cross-functional collaboration, mentorship, strategic roadmapping, team building, vision setting

Product and design: Agile methodologies, design systems, Figma, Sketch, product strategy, UX/UI leadership, user-centric design

AI native: Claude Code, agent-assisted prototyping, design-to-code workflows, LLM workflow design, prompt and skill authorship

Operational: Change management, customer discovery, KPI alignment, process improvement, resource management

Communication: Public speaking, stakeholder engagement, storytelling, transparent communication

Technical: Astro, CSS/SASS, Docker, Git, GitHub, GitLab, HTML, Hugo, JavaScript, Jekyll, Linux, Markdown, MySQL, PHP, Python, Rails, React, Ruby, SQL, Storybook, Tailwind, UNIX