

Erik Reiblein

DIRECTOR OF DESIGN · AI-FIRST WORKFLOWS, MULTI-PRODUCT SAAS

SUMMARY

Director of Design at ClassLink from 2020 to 2026, leading a 5-designer team across a multi-product EdTech suite that grew from roughly 10 million to over 23 million users during that time. Recent focus was on AI-first design tooling. Designed and led adoption of a code-based Protoapp Framework that replaced Figma as the team's source of truth, and got all five designers working comfortably in the developer toolchain within four months of a company-wide AI mandate. Background in industrial design, with a decade of product work behind it.

EXPERIENCE

ClassLink

JANUARY 2020 – JUNE 2026

Director of Design · Full-time
Clifton, NJ + Providence, RI

MANAGER / LEADERSHIP

- Led the team's adoption of the Protoapp Framework ahead of a company-wide AI mandate, getting the group ready before the deadline.
- Stood up all 5 designers on their own git branches and repos within two months; 60% were contributing and publishing shared components within four.
- Established and drove cross-product design system governance across the ClassLink suite, and mentored designers through hiring and onboarding as the team grew.
- Partnered directly with engineering, including at the data layer, to keep designs feasible and well-integrated.

INDIVIDUAL CONTRIBUTOR

- Designed and built the Protoapp Framework, an AI-first code-based design system (Claude Code, MCP server integrations, shared component library) that replaced Figma as the team's source of truth and made code-based prototyping the default.
- Led the end-to-end redesign of Roster Server permissions, shifting a complex UI from a table-based to a rule-based model.
- Cut customer education time and support volume across multiple measures at scale (thousands of districts), while speeding up task completion for both novice and advanced admins.
- Delivered a FERPA/COPPA-conscious solution serving multiple stakeholder groups: district admins configuring rules, and the students and teachers downstream of them.

FusionAds.AI

AUGUST 2023 – DECEMBER 2024

Founding Product Designer · Part-time
Providence, RI

- Led end-to-end design for an AI-powered marketing platform that let small business owners create and manage ad campaigns.
- Conducted user research and translated insights into wireframes, prototypes, motion design, and website experiences.

Lazada Express (Alibaba Group)

JUNE 2017 – APRIL 2018

UX Design Co-Lead · Full-time
New York, NY + Singapore

- Co-led UX design for a same-day delivery platform in Southeast Asia across three user groups: drivers, in-store shoppers, and customers.
- Designed end-to-end experiences across all touchpoints and defined the overall brand direction for the service.

CONTACT

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EDUCATION

Syracuse University
Bachelor of Industrial Design
May 2016

CERTIFICATIONS

Nielsen Norman
UX Certification
Dec 2023 · #1078816

Coursera + Google
UX Design Specialization
May 2023 · U8WKXRYZ4XDU

Dassault Systèmes
Certified SOLIDWORKS Professional
Feb 2019 · C-5F9R3PN82R

SKILLS

DESIGN LEADERSHIP

Team direction · Design system governance · Cross-product consistency · Mentorship · Hiring and onboarding · Stakeholder management

UX & PRODUCT DESIGN

User research · Ideation · Prototyping · User testing · Design pattern auditing · Multi-stakeholder workflow design · Accessibility

AI & TOOLING

Claude Code · MCP server integration · Agentic design workflows · Prompt engineering · PostHog · Storybook · Design-systems-as-code

ENGINEERING & PROGRAMMING

HTML · CSS · JavaScript · React · Angular · Git · npm · VSCode

SOFTWARE

Figma · Illustrator · SolidWorks · Fusion360 · Rhino