

Rachael Marr

Product design lead | Enterprise platforms & AI

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Designer with 11+ years across graphic and product design, including 9+ years in enterprise platforms. Lead AI administration strategy at Cisco and build measurement tools and production experiences for products serving 121,000 Control Hub admins.

SELECTED IMPACT

75% shorter onboarding: Led a Partner Hub revamp that reduced average completion time from 40 minutes to 10 minutes, assessed through end-to-end customer analytics.

About two hours saved per analytics plan: Built a Figma plugin used by a small group of designers, including me, to plan measurement.

Production contributions: Implemented two merged Control Hub UX improvements; the AI Sources improvement has been released.

EXPERIENCE

CISCO / BROADSOFT | June 2017 - present

AI in Admin UX Lead | September 2025 - present

- Lead AI administration strategy across Control Hub and external agentic tools, defining permissions, approvals, audit, and recovery.
- Created an Agentic UX playbook incorporating a colleague's shared guidelines. Currently driving team adoption and working with Yankun Wang on audit logging as edit capabilities develop.

Lead UX Manager, Contact Center | July 2023 - September 2025

- Led two designers and advocated for their work. Created a dedicated CX AI area consolidating settings, with help content explaining features before enablement.
- Advocated for consolidation despite stakeholder doubts about its value. Customers expressed enthusiasm when shown the unified experience; quantitative results are pending.

Partner Hub design leadership | May 2020 - July 2023

- Led a small design team across partner onboarding, customer search, and customer insights. Reduced average onboarding time by 30 minutes.
- Expanded customer highlights from a small side panel into a full-page experience so partners could review customer context and license information.

Senior Product Designer, Calling Platform | May 2019 - May 2020

- Led calling administration UX, including PSTN integrations and provisioning workflows.

Product Designer, Calling - BroadSoft, acquired by Cisco | June 2017 - May 2019

- Designed enterprise administration tools for multi-tenant calling platforms.

Co-founder / Chief Creative Officer - Plan Zinnia | May 2022 - present

- Co-founded, designed, and helped build a production wedding marketplace spanning discovery, vendor onboarding, messaging, booking, and payments.

EARLIER EXPERIENCE

National Trust for Historic Preservation - Graphic Designer, 2013 - 2015. Department designer for Preservation magazine.

Cortina Productions - UX internship, summer 2016.

EDUCATION & SKILLS

M.S., Human-Computer Interaction - University of Maryland, 2017

B.A., Graphic Design - Illinois Institute of Art, Chicago, 2012

B.A., Japanese Language - University of Maryland, 2007

Platform UX · AI interaction design · Product strategy · Research synthesis · Cross-functional leadership · Analytics planning · Figma · Amplitude · GitHub · Supabase · Stripe · React-based tooling

Languages: English and Japanese