



Jim Fulker

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Product Design Leader · 15+ Years Building Teams and Zero to One Products

Systems-driven product designer with 15+ years building complex, information-dense products for enterprise users. Track record of owning greenfield initiatives end-to-end (research, definition, prototyping, and shipping) across AI platforms, security infrastructure, and B2B SaaS. Deep experience with AI-assisted design, design systems, and workflow automation. Comfortable in ambiguity, skilled at building organizational alignment, and focused on raising the quality bar across large-scale products.

PROFESSIONAL EXPERIENCE

OUTSHIFT BY CISCO — SAN JOSE, CA

Leader, User Experience Design

2020 – 2024

Led product design for Cisco's emerging tech incubation group, owning end-to-end design across a portfolio of enterprise AI, cloud-native security, and Web3 products from zero to one.

- Defined UX strategy and design system governance across multiple concurrent incubation products, establishing patterns for information-dense, developer-facing interfaces
- Drove onboarding and first-time user experience for Motific, an enterprise AI assistant, advocating for structured interfaces over chat-only experiences — validated through user research, adopted by engineering, and used to mentor designers on AI product strategy
- Led growth design in collaboration with data science and PM, establishing an experimentation framework that improved day-one activation 35% across the GenAI tool portfolio
- Built and managed team of 12 designers across global teams, establishing hiring, onboarding, and cross-functional collaboration model with product and engineering leadership

MOJIO — CAMPBELL, CA

Principal Product Designer

2018 – 2020

Product design lead for a connected car platform, owning design strategy and execution for consumer-facing applications while establishing design systems and processes for a scaling team.

- Established design system architecture and version control methodology, achieving 100% team adoption within 2 months across 5 designers and multiple customer implementations
- Drove product strategy for T-Mobile pet tracker integration, conducting market research and executive presentations that resulted in a new revenue stream and partnership expansion
- Invented and patented computer vision tire-wear scanner, collaborating with engineering to define product differentiation strategy from concept through production

ICONTROL NETWORKS (Acquired by Alarm.com & Comcast in 2017) — REDWOOD CITY, CA

Director of User Experience

2007 – 2018

Founding product designer for a smart home security platform that scaled to 2M+ homes, powering ADT Pulse, Xfinity Smart Home, and other major connected home products.

- Drove multiple zero-to-one product initiatives from concept to launch, including patented HomeView UI, connected thermostat, and installer tools
- Defined UX vision across the entire smart home ecosystem, partnering with engineering and product leadership on design strategy spanning embedded systems, mobile, web, and installer experience
- Established user research practice including an in-house research lab, driving evidence-based decisions through field studies, usability testing, and installer ride-alongs, reducing installation time 75%

GOOD TECHNOLOGY (Acquired by Motorola in 2007) — SANTA CLARA, CA

Senior User Interface Designer

2005 – 2007

Senior designer on enterprise mobile messaging platform.

- Designed, named and launched Motoblur social media phone
- Designed and patented secure calendaring app for mobile devices

NVIDIA CORPORATION — SANTA CLARA, CA

Senior User Interface Designer

2003 – 2005

Founding design hire who established UX practice for NVIDIA's home media software organization.

- Established in-house research lab and design guidelines supporting NVIDIA's expansion into home media products
- Led UI design strategy for DVR and home media applications across mobile and desktop platforms, collaborating with product management on go-to-market strategy that drove NVIDIA's revenue diversification beyond graphics hardware

EDUCATION

THE OHIO STATE UNIVERSITY – COLUMBUS, OH

Bachelor of Arts, Major: Economics; Coursework in Industrial Design

TOOLKIT

Design Claude Design · Figma · Figma Make · Stitch · Dessn.ai
Build Claude Code · Lovable · v0 · Cursor · Antigravity · Framer
Research Maze · Dovetail

PATENTS

US11465453B2 Computer system with tire wear measurement mechanism – Mojo
US9258405B1 Meeting Integration for a Messaging Application – Good Technology
US9306809B2 Security System with Networked Touchscreen – iControl
US9191228B2 Cross-Client Sensor User Interface in a Security Network – iControl
US9172553B2 Security System with Networked Touchscreen and Gateway – iControl
US9047753B2 Networked Touchscreen with Integrated Interfaces – iControl