Andy Detskas

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Product Design Leader

- Design manager for trust-critical consumer products: privacy and safety at Strava (tens of millions of athletes), connected hardware at SRAM, and supplement trust at SuppCo (acquired by Function Health).
- Builds teams and the systems around them: co-led Strava's design team as it grew from 5 to 15, led six designers at SRAM, and set up career levels, a research practice, critique, and design operations.
- Brings an AI-native operating model: most recently a design system packaged as agent skills that engineers and coding agents build from.
- Aligns product, engineering, and executive leaders through facilitation and research; the Strava navigation sprint I facilitated showed a net gain in bookings in its experiment.

Skills

- Team Leadership: People Management, Hiring and Team Scaling, Career Levels, Coaching, Critique, Design Operations, Remote Facilitation
- Strategy: Product Strategy, Research Programs, Journey Mapping, Workshop Facilitation, A/B Testing, 0 to 1
- Systems & Craft: Design Systems, Design Tokens, Agent Skills (Claude, Devin, Cursor), Figma, Framer, Code Prototyping, WCAG
- Unique Expertise: Trust & Safety and Privacy, Connected Fitness, Bluetooth Hardware, Consumer Health, AI-native Design Workflows

Experience

Head of Product Design, SuppCo, March 2025–September 2026
Remote

- Led product design as a player-coach, managing one product designer and reporting to the CEO of a Series A consumer-health company (~800,000 users) through its acquisition by Function Health in May 2026.
- Built Capsule, an AI-native design system: versioned design tokens, components, and usage rules packaged as agent skills in its own repo. Raised Figma-to-code token parity from 50% to 97% in eight weeks, at a company where coding agents wrote a large share of the code.
- Redesigned StackScore, the app's signature score, into a hub that explains itself; after launch, an update prompt raised score updates by about a quarter for free and Pro members.
- Co-designed the Buying Club, SuppCo's first commerce product, built on credits instead of discounts. Alpha showed the checkout worked and the catalog was the constraint.

UX Manager (Product Design & Research), SRAM, August 2022–August 2024
Denver, CO

- Led six product designers across the AXS rider app (250,000+ monthly users), web, and factory and dealer tools for SRAM's connected drivetrains and suspension.
- Hired three designers in my first six months, wrote the team's career-levels framework, and promoted designers within the first year.
- Re-centered the app strategy on reliability (battery, firmware, and connection), built on SRAM's annual rider survey, community vote data, and support tickets, and sharpened through 25 stakeholder interviews; it became the Digital Product Group's 2024 plan.
- Built the research practice: in-person A/B testing at Sea Otter and a Dovetail repository adopted by 73 people across product and engineering.
- Proposed the AXS app's mission and primary KPI, Ready to Ride, to senior leadership, using Business Model Canvas workshops to align on what the app was for.

Senior Product Design Manager, Strava, 2020–2022
Denver, CO

- Co-led the design team as it grew from 5 to 15 in two years; managed five direct and about ten indirect reports across Trust & Safety, Growth, Web Platform, and Foundations, and promoted designers into staff and management roles.
- Facilitated the navigation redesign with product and design leadership for tens of millions of athletes: 84% of subscribers said they understood what had changed, and the experiment showed a net gain in bookings after counting downgrades.
- Co-created the Integrity Compass, a pre-launch review of inclusion, privacy, and safety risks, and ran it with nine product teams.
- Facilitated strategy sprints with executive teams, including the CRO and VP of Design, on the free experience and events.

Senior Staff Product Designer, Trust & Safety, Strava (promoted from Senior Product Designer), 2018–2020
Denver, CO

- Led the redesign of Strava's privacy controls after the 2018 Global Heatmap incident: after launch, more than 25% of active athletes reviewed the new controls and 27% of them changed a setting.
- Led discovery and design direction for Local Legends: 3 million athletes engaged and 9 million segments activated in the first two months, with a women's leaderboard added after data showed ties hurt women's chances.
- Designed The Escape Plan streak challenge: 826,000 athletes joined, skewing newer, more female, and more privacy-conscious than typical challenges.
- Brought Privacy Zones to mobile and designed clearer reporting tools for harassment and hate speech.

Staff Product Designer, Pivotal Labs, March 2016–April 2018
Chicago, IL

- Led design on balanced XP teams for United Airlines (a baggage-handling app suite used at every gate), Allstate (a telematics MVP that grew from 5,000 to 200,000 users in two months, leading four designers), and Boeing.
- Coached client and Pivotal designers in lean UX, pairing, and continuous delivery; mentored 10 designers from junior to senior.

Senior Product Designer, Punchkick Interactive, June 2014–March 2016
Chicago, IL

- Pitched and won Intuit TurboTax and Harley-Davidson; led design delivery of six Marriott apps across iOS and Android.

Senior Interactive Designer, DePaul University, August 2010–June 2014
Chicago, IL

- Designed and built the front end of DePaul's first responsive website and design system, supporting the main site and 200+ college and department sites.

Education

Master of Fine Arts
Interactive Design, Cranbrook Academy of Art, Bloomfield Hills, MI

Bachelor of Arts
Photography and Graphic Design, Siena Heights University, Adrian, MI

Talks and Writing

- Integrity Compass: a pre-launch inclusion, privacy, and safety workshop (Strava, 2021)
- Vibeframing: speeding up product definition with AI prototyping (andydetskas.com, 2025)
- Lead Time Chats podcast: running inclusive meetings (Range, 2022)
- Mentor, Hexagon UX: supporting women and non-binary designers entering UX (2019)