

Alain Somphone

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A storyteller who designs. And lately, builds.

Started in agencies during the dotcom era. Followed the work through UX into product design. Lately, building solo with AI. Always the same job: pay attention to the person on the other end.

EXPERIENCE

SplotReceipt — Solo AI-Native Build

Apr 2026 – May 2026

A personal inbox for receipts scattered across email, photos, and paper. My second AI-native build, this time on a real household problem I'd had for years. Three weeks start to finish. Working web app shipped at half the planned scope.

SplotAudio — Solo AI-Native Build

Feb 2026 – Mar 2026

An audio-extraction tool with AI transcription. I wanted to learn and see what it was like to build an entire app from idea to launch with Claude. My wife asking me to pull audio from three videos was the opening. Working alpha ran for a month at splotaudio.com.

Contract Product Designer

PPC Ad Editor · Apr 2025 – Jul 2025

Three-month contract designing for a B2B SaaS that accelerated PPC ad approvals.

Lead UX & Product Designer

Tankfarm · Sep 2023 – Apr 2025

Returned to Tankfarm as Lead through a pivot to direct-to-consumer delivery. Customers already trusted Tankfarm. The brand and product needed to make that trust visible.

NPS rose from 5 to 9. Qualified leads up ~35%. Acquisition cost down 25%. Follow-up calls on unqualified leads down 30%. Voice, design system, and residential app are live at tankfarm.io.

Lead UX & Product Designer

AirRobe · May 2022 – Sep 2023

Lead designer for a sustainable fashion marketplace built around an "Add to Wardrobe" widget that lived on partner brands' product pages. The interviews showed four distinct people on the platform, not the one general persona the team had been designing for.

First-time retention up ~20%. Repeat purchases up ~15%. Conversion up ~15%. Average order value

through the brand-partner channel up 20–35% by partner.

Lead UX Designer

Ventura · Sep 2021 – May 2022

Lead UX on a Wells Fargo Wealth Management engagement to modernize the platform their financial advisors used. Wells Fargo said the senior advisors were the users. The interviews showed the actual users were the juniors supporting them.

Handed off interactive prototype, phased roadmap, design system, and high-fidelity mockups for Wells Fargo's internal teams to build.

Senior Product Designer

Tankfarm · Apr 2019 – Sep 2021

Designed Tankfarm's customer-facing experience across web app, mobile app, marketing site, and email for residential propane customers. Built and managed the design system.

Senior Product Designer

FairClaims · Aug 2017 – Apr 2019

Senior designer for FairClaims, an online dispute resolution platform. Two parties in a stressed workflow: business clients filing claims and consumers responding. Streamlined the dispute flow. Process time down ~35%. First-time success rate up ~25%.

Senior UX Designer

Karma Automotive · Oct 2016 – Apr 2017

Senior UX designer for Karma's connected car app and owner's dashboard. For luxury car owners, the digital experience needed to match the car.

UX Design Manager

iRise · Jan 2015 – Aug 2016

UX Design Manager at iRise, a prototyping tool for product designers and PMs visualizing SDLC workflows. Redesigned the Outline Panel using user insights; support tickets dropped ~20%.

Earlier: creative direction and art direction across consumer brands, agencies, and entertainment companies.

EDUCATION

California State Polytechnic University, Pomona — BA in Design

SKILLS

Design — product design · UX research · design systems · prototyping · interaction design

AI building — Claude Code · Claude.ai · Obsidian · Notion

Design tool — Figma