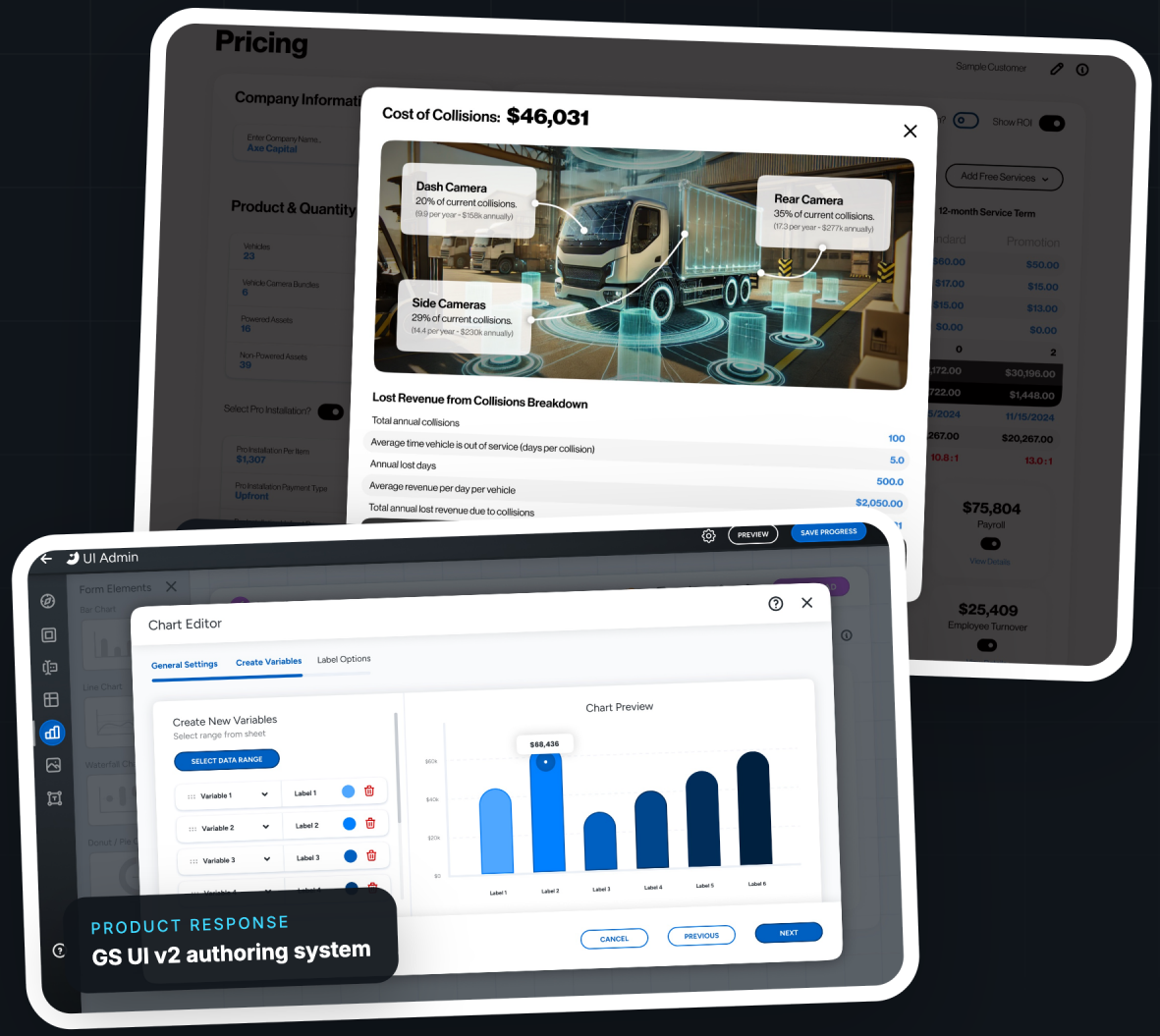
01 VALUECORE

From bespoke customer work to a more scalable product system.

I connected customer-facing value stories, Google Sheets data, reusable authoring tools, and an AI-assisted design practice - turning repeated delivery needs into product infrastructure.



ROLE

Principal Product Designer / Design Lead

SCOPE

Product UX · Systems · Customer solutions · Brand

PARTNERS

CEO · Product · Engineering · Customer Success

TREY PACE · PRINCIPAL PRODUCT DESIGNER

The visible requests were varied. The underlying problem was coherence.

SITUATION

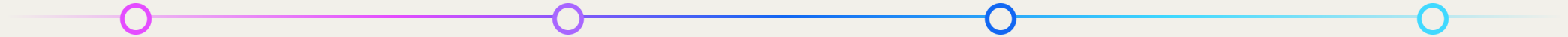
Customer experiences, Google Sheets tools, product interfaces, marketing, and sales communication had evolved across different needs and timelines.

RESPONSIBILITY

I led hands-on UX and visual design across those surfaces while supporting a small team and partnering daily with leadership and engineering.

SHIFT

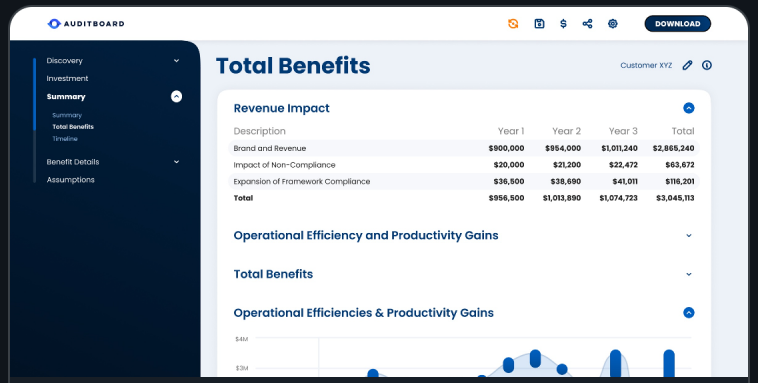
Customer work revealed reusable patterns. I translated them into a second-generation GS UI authoring model and a broader shared design foundation.



The customer outcomes were becoming more sophisticated.

These were not template exercises. Each experience combined brand, financial logic, interaction, and explanation for a different customer context.

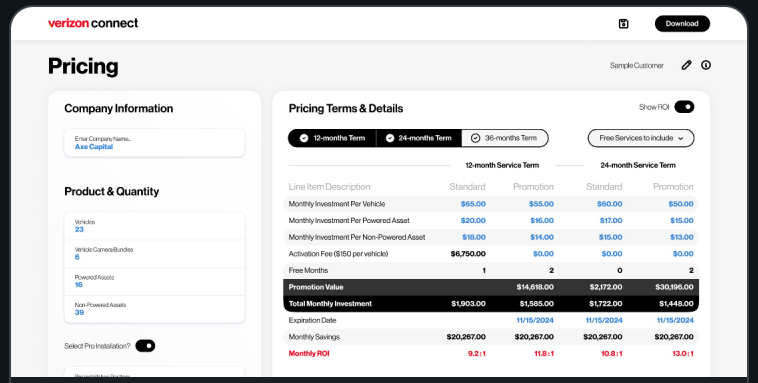
EVIDENCE STATUS **Directly designed customer experiences**



01 · AUDITBOARD

Total Benefits

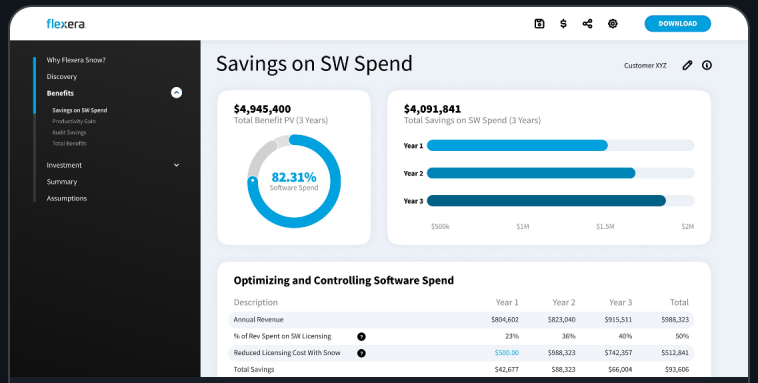
Multi-year benefit tables, expandable value categories, detailed charts, and proportional value-driver summaries.



02 · VERIZON CONNECT

Pricing + ROI

Products, terms, promotions, operational assumptions, and ROI brought into one decision surface.



03 · FLEXERA

Software-spend savings

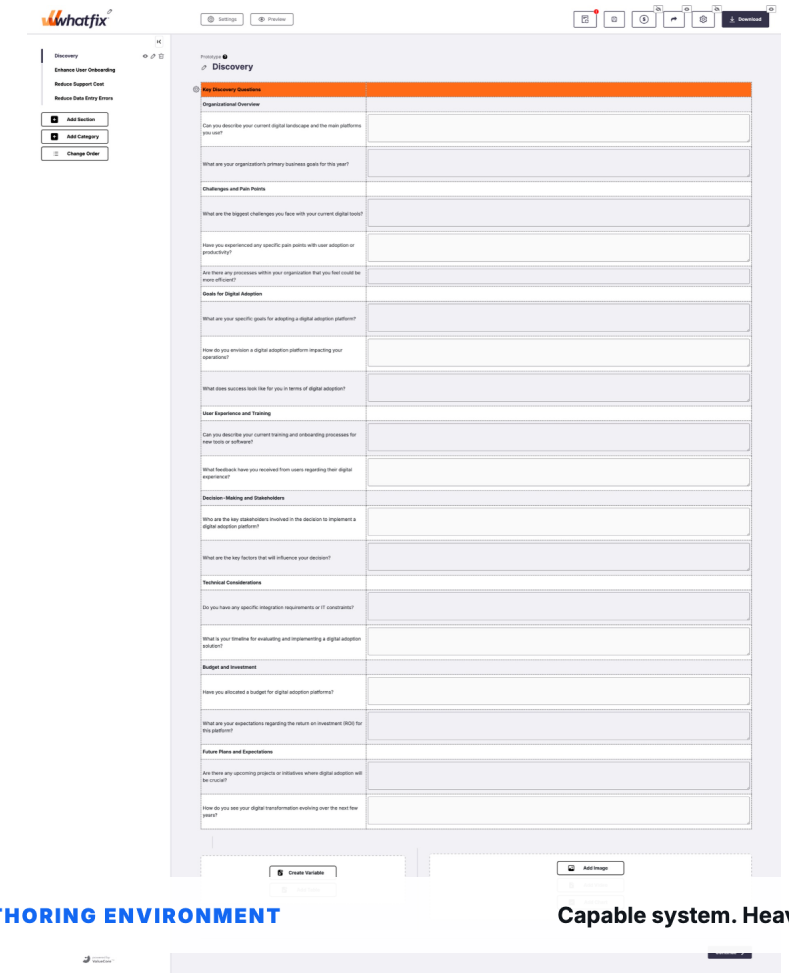
Headline value, proportional visualization, multi-year comparison, and detailed financial modeling.

Better customer output was exposing the limits of the system producing it.

The problem wasn't a lack of features. It was the relationship among them.

The existing tools were capable, but administrators had to understand too much of the product's internal structure. Content, data, configuration, and presentation competed inside the same environment.

01	**Many configuration concerns visible simultaneously**
02	**Long spreadsheet-like authoring canvas**
03	**Internal structure drove the navigation model**
04	**Limited view of the finished customer experience**



ORIGINAL AUTHORING ENVIRONMENT

Capable system. Heavy cognitive load.

Beneath the bespoke work, the same primitives kept appearing.

CUSTOMER EXPERIENCES	AuditBoard · Verizon · Flexera
REPEATED NEEDS	Tables · calculations · charts · imagery · navigation
SHARED BEHAVIORS	Select · configure · preview · save · share · download
PRODUCT OPPORTUNITY	A reusable authoring system connected to Google Sheets

The customer work stopped being only output. It became research for the platform that needed to produce the next generation of output.

Keep Google Sheets as the engine. Redesign everything around it.

01

SOURCE DATA

Inputs, outputs, ranges, and variables

FEEDS

02

EXPERIENCE CONFIGURATION

Tables, charts, imagery, labels, layout, and interactions

SHAPES

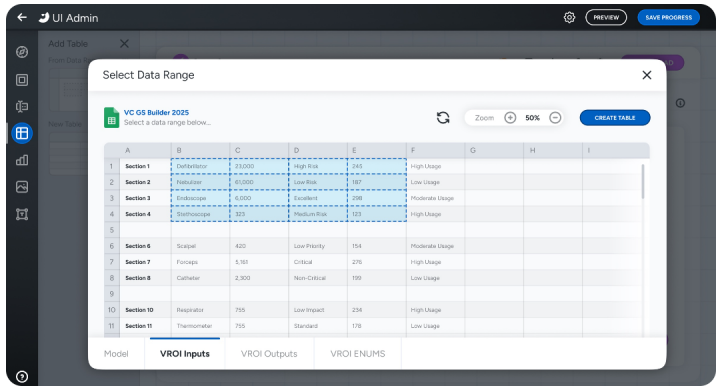
03

CUSTOMER PRESENTATION

Branded value stories, financial results, and downloadable output

Select the source. Shape the experience. Turn data into explanation.

EVIDENCE STATUS **Near-release GS UI v2**

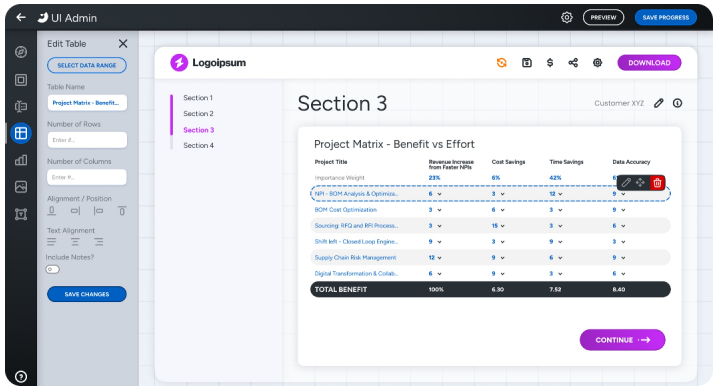


STEP 01

Select the source.

Administrators identify the relevant data directly - without recreating its structure elsewhere.

- **Visual range selection**
- **Workbook tabs**
- **Explicit action**

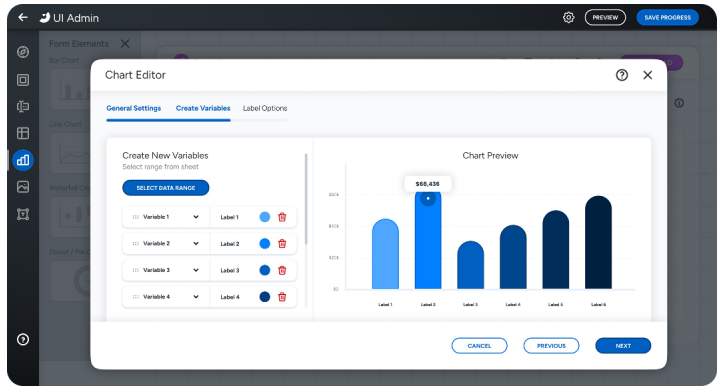


STEP 02

Shape the experience.

Edit one meaningful object at a time while seeing where it lives and how the customer will experience it.

- **Focused controls**
- **Live context**
- **Source access**



STEP 03

Turn data into explanation.

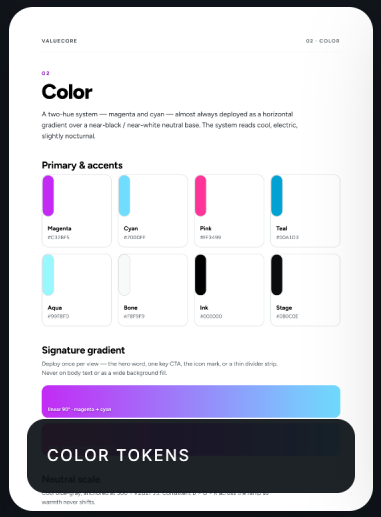
A staged editor converts an implementation problem into an understandable design task.

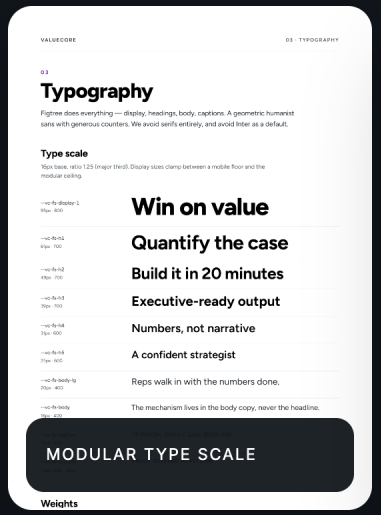
- **Graph selection**
- **Variable mapping**
- **Live preview**

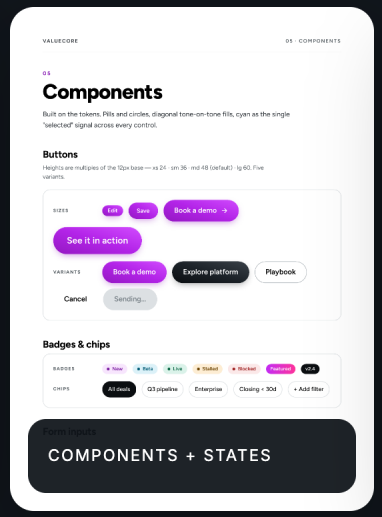
The redesign was supported by a foundation that could travel.

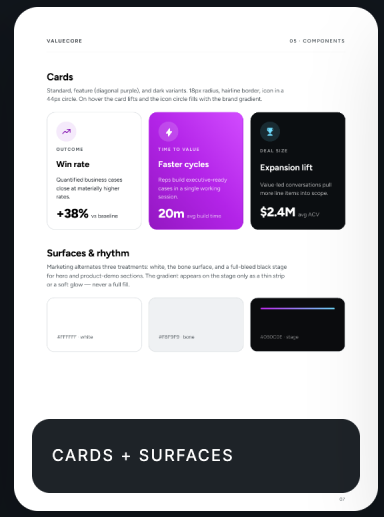
I built the ValueCore design system to preserve decisions across product, marketing, presentations, engineering, and AI-assisted workflows - not simply to catalog components.

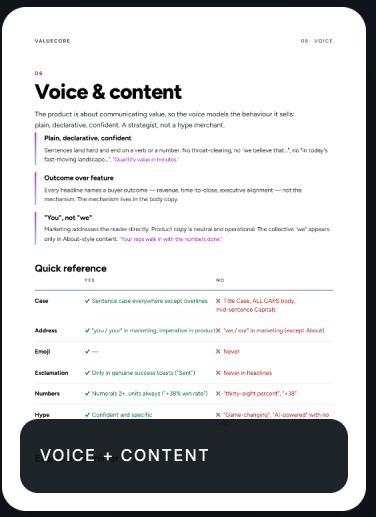












ADOPTED ACROSS
Lead Harvesters

ADOPTED ACROSS
Pitch decks + presentations

ADOPTED ACROSS
Google Sheets UI

REUSABLE BY
Designers · engineers · AI

AI increased the range. Experience determined what survived.

The first generated direction for KeyMark's ROI calculator missed the brand, layout, and important parts of the feature set. I redirected all three.

01 Brand fit
Replaced generic calculator styling with a design native to KeyMark's visual language.

02 Interaction path
Created a single readable journey from operational inputs to a complex three-year result.

03 Feature integrity
Restored ROI composition, payback, hours saved, and the custom-report action.

DELIVERED, IMPLEMENTATION-READY DESIGN

Interactive prototype online



ValueCore delivered the redesign for customer implementation. It had not been publicly deployed by KeyMark as of September 2026.

AI ACCELERATED
Synthesis · interface exploration · interactive production · alternative structures

I REMAINED RESPONSIBLE FOR
Product interpretation · UX architecture · hierarchy · brand accuracy · complexity reduction · final quality

A clearer workflow with infrastructure built for the next customer.

- ✓ Customer and internal tools were actively used
- ✓ Shared grids, type, components, and patterns were adopted by engineers
- ✓ More capability with less learning burden
- ✓ GS UI v2 was approaching release when my role ended
- ✓ Customer response to the Verizon work was strongly positive

HONEST BOUNDARY

What I will not overclaim.

I do not possess customer-facing output captured from the second-generation builder. The AuditBoard, Verizon, and Flexera screens are catalyst work - not outputs generated by the new system.

No unsupported revenue, conversion, adoption, or time-saved metrics have been invented.

MY OPERATING PRINCIPLE

AI expanded the number of possibilities I could explore. Experience determined which possibilities deserved to survive.

Explore the full case study

Interactive prototype + expanded evidence