

Lacey Kobriger ✨

Mobile Product Designer & Leader

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Mobile product designer and leader with over 15 years of experience shipping native iOS & Android experiences across in SaaS, enterprise, consumer, finance, and medical. Proven ability in shaping strategy, leading design systems, and mentoring designers. Reduces time from idea to launch through collaborative agile workflows, detail-oriented documentation, and a high-momentum working style.

CORE COMPETENCIES

Mobile Strategy & Craft Leadership	iOS & Android Native Design	Design System Stewardship
Interaction Design & Prototyping	Usability Testing & User Research	Information Architecture
Cross-Functional Team Leadership	Agile Product Design & Development	Mentorship & Designer Growth
Remote Collaboration	Human-Centered AI	Modern Design & Teamwork Tools

EXPERIENCE

Senior Mobile Product Designer, Trello

Atlassian | Remote | Aug 2021 – Mar 2026

- Partnered with engineering and PM to shape mobile strategy and deliver impactful experiences on iOS and Android in fast, iterative cycles.
- Owned and evolved the Trello Mobile design system including modernizing and evolving core UI patterns, navigation, brand expression, and visual styles.
- Translated business strategy and user research insights into compelling product opportunities and validated hypotheses via usability testing and beta releases.
- Shipped innovative, mobile-unique features such as voice input, Quick Add, widgets, and Liquid Glass.
- Leveraged mobile standards to maximize accessibility, scalability, and maintainability without sacrificing innovation or brand.
- Mobile craft leader at Atlassian that ran quarterly cross-product roundtables, mentored designers in native mobile patterns, and championed iOS/Android best practices org-wide.
- Created prototypes, Loom walkthroughs, and strategy presentations to make concepts tangible for stakeholders.
- Explored emerging AI capabilities for product and process improvement across an evolving opportunity landscape.

Principal Experience Designer, Native Mobile Design Specialist

U.S. Bank | Minneapolis, MN | Nov 2020 – Jul 2021

- Gathered business and user requirements; delivered recommendations through wireframes, object maps, annotations, and interactive prototypes.
- Identified and explored innovative feature areas leveraging native iOS and Android capabilities to drive product strategy.
- Elevated mobile literacy across peers and senior leadership, enabling the team to innovate confidently within native platform conventions.

Principal Experience Designer, Mobile Design Domain Lead

Nerdery | Bloomington, MN | Oct 2013 – Nov 2020

- Led long-term, customer-focused engagements to build new 0-1 mobile products for clients across industries, including: Google, Bissell, Boston Scientific, and Hy-Vee.
- Shaped complex business opportunities and user problems into actionable, phased design work.
- Reduced time from idea to launch by designing agile workflows that unified cross-disciplinary teams.
- Managed and mentored a team of 3-5 designers; grew apprentices into senior-level contributors.
- Established mobile standards and best practices that elevated delivery quality across the practice.

UX Designer

WolfNet | Minneapolis, MN | Jun 2011 – Oct 2013

- Designed and shipped features for a real estate listing and management product suite.
- Produced graphics, animations, and materials for marketing and industry conferences.

EDUCATION

B.S. Video Game Design and Development — Graduated Valedictorian

Brown College | Mendota Heights, MN | 2007 – 2010