

PIA ANDERSON

PRODUCT DESIGN LEADER

SUMMARY

Product design leader with 20+ years shaping complex enterprise and consumer experiences, including 0-to-1 initiatives in highly ambiguous environments. I own end-to-end experience vision, adept at connecting human needs to business opportunity and translating emerging technologies, including AI-driven automation, into intuitive, scalable interaction models for high-stakes platforms. My background spans hands-on design, system-level thinking, and senior-level decision making across multi-platform ecosystems. I'm known for strong product judgment, clear communication, and a high bar for craft, including accessibility and design systems that scale without losing coherence. I thrive in environments that value judgment, candor, and accountability, where thoughtful bets and personal ownership lead to better outcomes for users and significant business impact.

EXPERIENCE

Pricewaterhouse Coopers

**Director of
User Experience**
PwC Digital /
PwC Advisory

2019 - Present

- Led end-to-end design of AgentOS, a 0-to-1 AI-powered agent orchestration platform, defining interaction models, visual language, and system architecture for a product with no existing market precedents.
- Enabled non-technical users to create, test, and share complex agentic workflows, translating advanced technical concepts into intuitive, human-centered interactions through progressive disclosure and natural-language agent creation.
- Drove significant adoption and business impact: 18,000 agents created, 3,600+ workflows developed, 4,600+ active users, and teams reported 20–80% margin improvement in AI-enabled engagements within 18 months post-release.
- Unified three parallel, competing product efforts into a single, cohesive workflow authoring experience, aligning stakeholders and setting a clear, sustainable product direction.
- Championed accessibility as a core build requirement, integrating full keyboard navigation into user stories, design specs, and QA acceptance criteria for scalable, inclusive design.
- Led a full redesign of Concourse, modernizing the experience and visual design system while introducing a flexible sub-system that balanced autonomy with organizational consistency.
- As scope expanded, owned portfolio-level experience across UX, accessibility, creative, and customer experience, aligning teams through major organizational change while personally shaping critical product decisions.

UX Manager
PwC
Tax Technology

2017 - 2019

- Introduced user-centered design to complex legacy tax systems, dramatically improving usability and visual appeal from a low maturity



CONTACT

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EDUCATION

Communication Design

University of North Texas | 1999 - 2003

Multi Media & Animation

Art Institute of Dallas | 1998 - 1999

CERTIFICATIONS

- IAAP Certified Professionals in Accessibility Core Competencies (CPACC)
- Nielsen Norman UX Master Certification

EXPERIENCE CONT.



PwC
Tax Technology
Continued

- state (level 1 to 5).
- Led foundational user research to uncover unmet needs across tax professionals, translating insights into new product concepts and evidence-led decision-making that increased usability and adoption.
- Established scalable interaction standards and experience patterns across rules-driven workflows, shifting product prioritization from assumption-driven to data-informed.
- Built the first unified design system for Tax Technology, ensuring consistency and enabling faster delivery across a complex suite of products.
- Upskilled 240+ PMs, Developers, and QAs in UX practices and Nielsen Norman Group certifications, embedding UX into pod delivery and team norms.

Projekt202
UX Creative
Director

2014 - 2016

- Led the design of an AI-powered network recovery optimizer ("The Baker") for Southwest Airlines, a high-stakes operational tool for mission-critical operations, reducing severe-event shutdown planning from 4-6 hours to minutes.
- • Contributed to measurable business impact: The Baker was used successfully hundreds of times in a single winter season and was linked to 1 to 1.8 percentage points year over year on-time performance improvement.
- • Conceived and designed an adaptive light/dark mode design system that dynamically responded to challenging lighting conditions (NOC, bright sun, glare), reducing cognitive load for frontline teams.
- • Created the end-to-end design system and interaction framework from scratch, establishing foundational patterns that enabled rapid scaling across multiple mission-critical tools.
- • Translated deep operational insights and complex logic into usable, high-confidence interfaces for multi-monitor workflows and extreme information density, where speed and accuracy were critical.

2011 - 2014

American Airlines
UX Creative Director

- Co-led a 45-person UX and visual design team through a full rebranding of AA.com and the mobile app, modernizing a large-scale consumer platform serving millions of global travelers.
- Directed interaction and visual alignment across web and mobile surfaces, creating a cohesive, brand-aligned customer journey.
- Participated in extensive usability research, including in-lab task-based validation, co-design workshops, and airport-based testing, to ensure real-world relevance and improved engagement.
- Freelance Consultant UX, Web, and Marketing Design | 2009 - 2011
- Delivered web and social media design solutions for local businesses and franchises, building sites using various CMS platforms.
- Led branding and digital strategy projects spanning marketing, email campaigns, and custom CMS implementations..

Early Career
Design and
Creative
Foundations

- Built a strong foundation in visual design, interaction design, and user-centered storytelling across agency and in-house environments.
- Led and contributed to digital experiences for consumer brands including AT&T, Mitsubishi, and Bank of America, spanning web, marketing, and early digital platforms.
- Developed an early appreciation for systems thinking, front-end collaboration, and designing for both brand expression and usability.
- Experience across integrated campaigns, new business pitches, and multi-channel digital work, shaping a pragmatic, execution-oriented design mindset.