Rachael Marr

AI in Admin UX Lead /
Staff Product Designer — Platform & AI

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About Me

I'm a staff-level product designer with 9+ years designing complex admin and platform experiences for high-stakes, power users. Currently leading AI strategy for admin UX, defining how AI responsibly supports decision-making, governance, and trust at platform scale. Founder and hands-on builder with experience shipping systems end-to-end from zero to one.

Experience

Cisco Systems │ AI In Admin UX Lead
September 2025 – Present

- Lead AI strategy for admin platforms, defining how AI augments high-stakes workflows while preserving human authority, accountability, and trust.
- Reframed AI in admin UX from autonomous 'acting assistant' to decision-support infrastructure
- Established an AI maturity model (assistive → constrained agentic → ecosystem-aware) to guide teams and align AI behavior with risk tolerance.
- Enable designers and PMs through frameworks, shared language, and working models — scaling AI impact beyond individual features.
- Partner closely with product, and engineering to align AI capabilities with real admin decision-making needs.

Cisco Systems │ Lead Product Designer — Contact Center
January 2024 – September 2025

- Owned end-to-end UX for Contact Center admin experiences supporting mission-critical operations.
- Led complex system design across routing, configuration, analytics, permissions, and operational workflows.
- Influenced product roadmap through systems thinking and deep admin domain expertise.
- Collaborated with cross-functional partners to balance usability, scalability, and operational risk.

Cisco Systems │ Senior Product Designer— Calling Platform
May 2019 – May 2020

- Led UX for Calling admin experiences, including PSTN integrations and provisioning workflows.
- Translated complex technical constraints into clear, usable system interfaces.

BroadSoft (Acquired By Cisco) │ Product Designer — Calling
June 2017 – May 2019

- Designed enterprise admin tools for large-scale, multi-tenant calling platforms.
- Built foundational experience in platform UX, scalability, and governance.

Founder & Builder Experience

PlanZinnia │ Co-Founder / Chief Creative Officer
May 2022 – Present

- Co-founded and built an AI-first wedding vendor booking platform from concept to production.
- Owned end-to-end UX across vendor onboarding, availability, booking, and payments.
- Hands-on builder using modern tooling (Figma, Supabase, Stripe, React-based stack).
- Applied platform, marketplace, and automation principles outside of corporate constraints.

Selected AI & Tooling Work

AI Strategy For Admin Platforms

- Defined an organization-wide framework for responsible AI in admin UX.
- Shifted AI efforts from feature experimentation to decision-centric design.
- Enabled teams to design AI confidently within clear guardrails.

Analytics Automation & Design Tooling

- Built a Figma-based analytics plugin to automate event tracking and metrics definition.
- Increased consistency, reduced manual effort, and scaled analytics literacy across teams.
- Demonstrates ability to identify systemic gaps and build leverage through tooling.

Education

M.S., Human-Computer Interaction
May 2017 │ University Of Maryland, College Park, MD

B.A., Graphic Design
June 2012 │ Illinois Institute Of Art — Chicago

B.A., Japanese Language
December 2007 │ University Of Maryland, College Park

Skills

Design	Languages	Tools
Platform & Systems UX	English	Jira
Admin & Power-User Experiences	Japanese	Figma
AI-Human Interaction		Amplitude
Responsible AI Design		Miro
Product & UX Strategy		
Cross-Functional Leadership		
Decision-Centered Design		
Research & Insight Synthesis		
Systems Thinking		