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Head of Product & Design with 10+ years of experience building and scaling early-stage B2B SaaS products. I bridge strategy, design, and technology to turn complex data into intuitive, high-impact user experiences. Currently leading product innovation at Vertis.ai, shaping AI-driven tools that help enterprises make predictive workforce and workplace decisions.

EXPERIENCE

Vertis.ai / Las Vegas, NV (San Francisco, CA)

Head of Product | 01/2024 – Present

Vertis is an AI-driven workforce and workplace intelligence platform that helps enterprises like Airbnb, McAfee, and WeWork make data-backed talent and real-estate decisions.

- Elevated from first product designer to Head of Product, responsible for shaping product vision, roadmap, and user experience for Vertis 2.0; including the next generation of AI-powered conversational interfaces and predictive analytics modules.
- Partner directly with CEO and engineering to define long-term strategy, pilot goals, and client-facing product narratives.
- Lead the concepting and prototyping of Vertis' AI Personas (Career Pathfinder, HR Hub, Benchmarking), determining which agents to develop, their roles, and conversational behaviors.
- Use Vibe-based coding to prototype natural-language interfaces and visual data experiences.
- Collaborate closely with engineers and data scientists (including eBay's former Director of Data Science) to define scalable data models and front-end UX for predictive dashboards.
- Own feature prioritization and storytelling for pilot pitches and enterprise demos, influencing multi-hundred-thousand-dollar deal pursuits.

UX/UI Design Lead | 09/2022 – 12/2023

- Hired as Vertis' first full-time designer, responsible for establishing the design discipline from the ground up.
- Created and implemented the company's Figma-based design system, built on Atomic Design principles with documentation for components, motion, color, and accessibility standards.
- Designed data-driven SaaS workflows, visualizations, and interactive maps based on customer feedback and collaboration with product and data teams.
- Produced high-fidelity prototypes and interaction models used in pilots with leading enterprise clients such as Airbnb, Autodesk, and WeWork.
- Partnered with engineering to ensure design-to-dev parity and scalability of the design system across multiple modules.

FanAI, Inc. / Santa Monica, CA

Founding Designer | 12/2017 – 08/2022

FanAI is a data and sponsorship attribution startup that connects audience insights with brand investment decisions across sports and entertainment.

- Hired as first design team member, responsible for translating raw data concepts and Tableau dashboards into FanAI's first end-to-end SaaS platform.
- Partnered with the Chief Product Officer and engineers to define product architecture, design systems, and user experience from zero to MVP launch.
- Owned all UX/UI execution — information architecture, user journeys, wireframes, and high-fidelity prototypes — guiding the company through two major product iterations (FanAI 1.0 → 2.0).



EXPERIENCE (continued)

FanAI, Inc. (continued)

- Designed the full product interface and collaborated on brand design, investor decks, and client presentations.
- FanAI 1.0 served leading eSports teams; FanAI 2.0 prototypes earned a spot in PepsiCo's tech incubator, leading to partnerships with Pepsi and Gatorade.
- Built and maintained a Sketch + Storybook design system to ensure production-ready UI consistency.

Poolu Inc. (Freelance / Entrepreneurial Project) / Santa Monica, CA

Head of Product | 09/2018 – 02/2019

Poolu transformed the offline world of lottery pooling into a mobile experience, bringing structure, accountability, and shared excitement to group play.

- Partnered with the founding client to define the product vision, MVP scope, and execution roadmap, leading end-to-end development from concept to App Store launch.
- Conducted user research, persona creation, and journey mapping to understand lottery players' motivations and social behaviors.
- Directed the UX/UI design, information architecture, and interactive prototypes, ensuring a simple and trustworthy mobile experience.
- Hired and managed a developer to build and iterate on the MVP; oversaw testing, QA, and launch readiness.
- The app achieved thousands of downloads and a 4.6-star rating on the Apple App Store, validating the concept's usability and appeal.

EARLIER EXPERIENCE

AAA (ClubLabs) – UX/UI Design Lead | Los Angeles, CA | 10/2015 – 11/2017

Led design for AAA's mobile app and website as part of its innovation lab, managing multiple development teams and establishing its first design system.

Change Healthcare (Emdeon) – Freelance UX/UI Designer | Los Angeles, CA | 06/2015 – 10/2015

Redesigned Emdeon's web-based billing platform during rebrand; enhanced usability and consistency.

Rubicon Project – Contract Visual UI Designer | Playa Vista, CA | 10/2014 – 05/2015

Created interface patterns for Rubicon's B2B SaaS apps and updated the style guide.

Rosetta – Art Director | Princeton, NJ | 05/2013 – 08/2014

Contributed to Rosetta's Clio Award-winning interactive campaigns for Fortune 500 clients.

CORE SKILLS & TOOLS

Product Strategy: Product Roadmapping, MVP Definition, Stakeholder Alignment, Product Innovation

Design Leadership: UX/UI Design, Design Systems, Data Visualization, Prototyping, User Research

AI & Emerging Tech: Natural Language Interfaces, Predictive Analytics, AI Persona Development, Vibe Coding

Tools & Platforms: Figma, Storybook, Sketch, Jira, Shortcut, Workday (Integrations), Adobe Creative Suite

Collaboration: Agile Process, Cross-functional Leadership, Client Communication, Remote Team Management

EDUCATION

Syracuse University — BFA in Fine Arts