Megan Casebier

Senior Product Designer | Complex B2B Systems | Regulated Industries

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Senior Product Designer leading UX strategy for a two-person design team at Obie Insurance, where I own research, systems design and product direction across a B2B platform serving a nationwide agency partner network. Over nearly four years, through an acquisition by The Baldwin Group (NASDAQ: BWIN) and a new line of business, I've moved our team from static handoffs to working prototypes. In 2026 I built and ran a governed AI delivery system for design's working prototypes.

Nationwide agency partner network	Acquired by The Baldwin Group (NASDAQ: BWIN)
3 of 3 PMs now prototype their own requirements	

Work Experience

Obie Insurance (acquired by The Baldwin Group)

Portland, OR (Remote)

Senior Product Designer / Design Lead — Dec 2025 – Present

UX Designer & Researcher — Feb 2023 – Nov 2025

Lead UX strategy and direction for Obie's two-person design team—owning research, systems design, visual direction, and delivery end to end – from first interview to merged code. Partnering across 3 PMs and 3 TPMs (plus TPM leadership) spanning Product, Engineering, Underwriting, and Compliance. Promoted following leadership of a company-wide rebrand and expansion into new lines of business during acquisition.

Designed and built a working prototype of a core account page that settled its structure, vocabulary and display rules before any spec.

Built and ran a governed AI delivery system: written conventions, independent quality gates and visual regression.

Reached a written adoption agreement with a production engineering pod: design authors display components in the production team's own file convention, for adoption through their standard code review. First handoff delivered; the pod is now building from it.

Designed the agent quote, bind and dashboard experience on Obie's agent platform, the channel the product team calls its core revenue-generating user, including the agent quote customization flow (live Feb 2026), which made the quote PDF available during customization with coverage cards that mirror it.

Redesigned the agent Leads tab around people and homes instead of quote requests. It's one of the most-used pages in the product.

Led UX strategy for Obie's expansion into homeowners insurance—a 0→1 product built on a carrier-agnostic architecture supporting 3 package types (HO-3/HO-5/HO-6) with package switching, shipped bind-ready on deadline (April 29, 2026).

Used AI-built interactive prototypes to settle two conflicting stakeholder models for partner restrictions, then designed the hierarchy and bulk-edit flows alongside an engineering-led data-model change. Shipped October 2026.

Built an AI-assisted design-QA tool that flagged 52 design-to-build discrepancies in the homeowners quote flow. Engineering ticketed the recurring themes.

Redesigned the Agent Resource Hub using AI-assisted rapid prototyping, reaching stakeholder sign-off in three days. Introduced a product-branching information architecture that scales to new insurance lines without restructuring.

Established Obie's design culture as a two-person team—created design reviews, hackathons, brown bag sessions, and cross-functional presentation practices.

Early Career: UX Research & Design

2019 – 2023

StrongArm Technologies · May 2022 – Feb 2023

FleetOps AI (formerly Class8) · Jul 2021 – May 2022

Firebrand Sports · Mar 2019 – Jan 2021

Orangetheory Fitness

Started at the front desk at Orangetheory Fitness; created a UX role during COVID to bring virtual workouts to members when studios closed. Simultaneously led digital transformation at Firebrand Sports, retaining ~75% of active members through a virtual platform. Transitioned into dedicated UX research and design roles at StrongArm and FleetOps AI.

Earlier: wearable-safety and fleet software, where I learned to design for people who are busy doing something else.

Skills

Design	Complex B2B Workflows | Information Architecture | Systems Design | 0→1 Product Design | Design QA
Research	Generative & Evaluative Methods | Ethnographic Field Studies | Behavioral Analysis
Building	React/TypeScript prototypes and production UI shipped through code review · automated test suites and visual regression · CI publish gates · agent-orchestrated delivery (Claude Code) · Figma.
Tools	Figma | Miro | FullStory | Mixpanel

Education

Baylor University – B.S., Psychology — Waco, TX

Writing

Portfolio case studies at megancasebier.com