Archie Cayanan

Product Design Leader | Identity, Access and Security Platforms
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Summary

Product design leader with 20+ years in design and more than 15 years leading teams. At CrowdStrike, I lead platform design across multitenancy, RBAC and policy management, building teams that make complex access decisions clear and controllable at enterprise scale. My background spans security, healthcare and financial products, with deep experience in design systems, accessibility and research. Currently building an AI-first design practice, with AI tooling in daily workflows, faster prototyping and design-to-code.

Experience

CrowdStrike | Product Design Manager

2022–Present

- Lead up to six design teams, with up to 10 designers, researchers and content designers, across the CrowdStrike product platform, including Multitenancy, RBAC and Policy Management, serving customers, MSSPs and internal product groups
- Set the direction for RBAC models and permission frameworks for enterprise-grade access management
- Set UX strategy for new identity and access management initiatives, using user research and usability testing to shape direction
- Help guide the redesign and replatforming of CrowdStrike's flagship product as part of the design leadership team
- Integrate AI tooling into design workflows and team processes, evolving into an AI-first design practice
- Partner with Product and Engineering leaders to deliver a cohesive and scalable experience across platform capabilities
- Mentor designers and researchers, building career growth and leadership readiness across the organization

NextGen Healthcare | UX Manager

2019–2022

- Led UX strategy for a suite of healthcare SaaS products, improving secure patient access and data protection workflows
- Evolved and scaled the design system to improve compliance, accessibility and performance
- Built usability research, persona development and accessibility testing into the agile product lifecycle
- Partnered with Product leadership to roadmap critical experiences for access, authentication and user permissions

Earlier Experience

ConsumerTrack, Inc. | Design Manager, 2017–2019

Thryv (previously YP) | Design Lead, 2014–2017

IE Design + Communications | Design Director, 2010–2014

University of Southern California | Creative Director, 2002–2010

Skills

Identity and security: Platform-focused RBAC and IAM UX, access management systems, policy management, multi-tenant SaaS, security and compliance

Craft and research: Design systems, AI and automation, scalable UX frameworks, accessibility, usability research and testing

Tools: Figma, Miro, Claude Code, VS Code, Adobe Creative Suite, UserTesting, Amplitude, Google Analytics, Dovetail, Jira, Confluence

Education

Bachelor of Arts in Art, Cal Poly Pomona