

ART TAWANGHAR

VP, Digital Experience | Product, UX, E-commerce & Conversion Leader

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SUMMARY

Digital experience and product leader with 19+ years turning websites, apps, and e-commerce platforms into measurable growth engines across healthcare, cybersecurity, fintech, enterprise SaaS, and DTC wellness. As VP, Digital Experience, grew a DTC brand's monthly revenue from **\$40K to \$300K (7.5x)** by connecting SEO-driven acquisition, conversion-focused UX, and Shopify commerce into one system. At AttackIQ, led the product design that helped grow revenue from **\$200K to \$3.5M in two years**.

Built and led multidisciplinary teams of up to 12 spanning research, UX, visual design, and engineering. Established enterprise design systems and A/B testing programs, and advise executive stakeholders on platform strategy, customer journeys, and investment priorities. Founder with full P&L ownership, hands-on business development (proposals, pricing, partnership deals, investor pitches), and a patent in biometric-driven UX.

CORE COMPETENCIES

- **Digital Experience Strategy:** roadmaps, platform strategy, experience modernization, executive advisory and workshops
- **Customer Journey & CX:** journey mapping, personas, service design, friction analysis from discovery through loyalty
- **Conversion & Experimentation:** CRO, A/B testing, landing-page and user-flow optimization, data-driven iteration
- **Commerce & Growth:** Shopify (custom Liquid, app integrations), subscription commerce, SEO and content strategy
- **Business Development:** scoping, proposals and pricing, partnership and B2B deals, account expansion, investor pitches
- **Leadership:** hiring and scaling teams from 1 to 12, mentoring multidisciplinary staff, design systems, design ops, P&L
- **Digital Product & Platforms:** web, iOS, Android, kiosk, Smart TV; enterprise SaaS and cloud (AWS, Azure)
- **Research & Analytics:** qualitative and quantitative research, usability testing, behavioral data, Salesforce and HubSpot dashboards

SELECTED IMPACT

- **7.5x revenue growth:** took iPyramids from \$40K to \$300K in monthly revenue through UX-led product innovation, CRO, e-commerce optimization, and SEO.
- **17.5x revenue growth:** led product and UX strategy at AttackIQ as revenue grew from \$200K to \$3.5M in two years.
- **Full-stack digital ecosystems:** launched two health and wellness platforms (iTorus.app, PEMFhealing.app) across web, iOS, and Android with integrated subscription and e-commerce journeys.
- **Team building:** built AttackIQ's design team from 1 to 12 and led an 8-person team at Genalyte, unifying desktop, mobile, and kiosk products under shared design systems.
- **Patent holder:** biometric-driven method that reads user emotion and reaction to adapt digital experiences (Intuit TurboTax).

EXPERIENCE

Founder & CEO, Digital Product & Experience

2024 – Present

PEMF Healing LLC • PEMFhealing.app • Vista, CA

- Own the full P&L, product strategy, and roadmap for a subscription wellness platform on iOS, Android, and web, from acquisition through retention.
- Lead business development: negotiate partnership and B2B deals, write and price proposals, and pitch investors and strategic partners.
- Built the platform end to end, including UX research, experience design, full-stack development, and integrated subscription and e-commerce flows.
- Designed and executed the SEO and content strategy, driving sustained growth in organic traffic, engagement, and conversion.
- Run continuous research and analytics loops that turn user behavior into design iterations, lifting satisfaction and retention.

VP, Digital Experience & E-commerce

Jul 2023 – 2024

iPyramids · iTorus.app · Remote (HQ: Sedona, AZ)

- Senior owner of digital experience, product, e-commerce, and SEO across the customer journey from discovery to purchase and loyalty.
- Grew monthly revenue from **\$40K to \$300K (7.5×)** through UX-led product innovation, conversion rate optimization, and e-commerce strategy.
- Drove business development: scoped and priced proposals, pitched to win B2B and wholesale partners, and expanded partner accounts into recurring revenue.
- Launched iTorus.app from concept to market across web, iOS, and Android, owning research, strategy, design, and engineering.
- Built and managed the Shopify commerce platform: theme design, custom Liquid, app integrations, and a mobile-first storefront.
- Partnered with marketing and product so the promise made in acquisition carried through to conversion on site and in app.

Head of Global Experience Design (Creative Design Director)

Aug 2020 – Jul 2023

Genalyte · Healthcare Diagnostics SaaS / IoT

- Hired, grew, and managed an 8-person design team for cloud healthcare platforms across desktop, mobile, and kiosk.
- Established Figma design systems that unified brand and interaction patterns across three product surfaces.
- Directed experience strategy, prototypes, and usability testing for diagnostic workflows.
- Expanded platform capability with camera, kiosk, map, and sensor integrations for the Merlin and Maverick devices while meeting FDA requirements.

Director of Product Design

Aug 2017 – Aug 2020

AttackIQ · Cybersecurity, Enterprise SaaS / Cloud

- Led product and UX strategy as revenue grew from **\$200K to \$3.5M (17.5×) in two years**.
- Joined as the first designer and grew the team to 12, hiring and leading 11 people.
- Shaped the product experience for an automated security control validation platform that helped define the continuous security testing category.
- Ran customer focus groups and participatory design sessions with enterprise customers, feeding usability testing and continuous improvement.

Head of UI/UX Design (Principal)

Jul 2016 – Aug 2017

Teradata · Database & Cloud Orchestration

- Hired and managed the design team while leading design of the Nebula API and UI application, simplifying AWS and Azure deployment.
- Guided improvements through usability and A/B testing, working hands-on with Python, Angular, and Node.js.

Senior Lead UX Architect & Researcher (Contract)

Dec 2014 – May 2015

Intuit · TurboTax

- Secured a patent for a biometric method that reads user emotion and reaction to improve digital experiences.
- Applied behavioral economics and Lean UX; led A/B testing, prototyping, and a reusable widget library.

Additional roles: Senior UX Lead & Architect, Agena Bioscience (2016) · Senior UX Design Architect (Contract), Breg Inc. (2015 – 2016). Earlier experience on [LinkedIn](#).

EDUCATION & CERTIFICATIONS

- B.S., Human Factors (HCI) & User-Centered Design, University of San Diego
- MBA, Computer Science, Aarhus University, Denmark · MSCSE, Technical College San Diego
- Certifications: Human-Machine Interface (2023) · Human Factors & Psychology (2021) · Design & Interactive, UC San Diego

TOOLS & PLATFORMS

Figma, Adobe Creative Suite, Axure RP, Sketch, Jira · Salesforce, HubSpot, Shopify (Liquid) · HTML/CSS, JavaScript, Angular, Python, Node.js · AWS, Azure