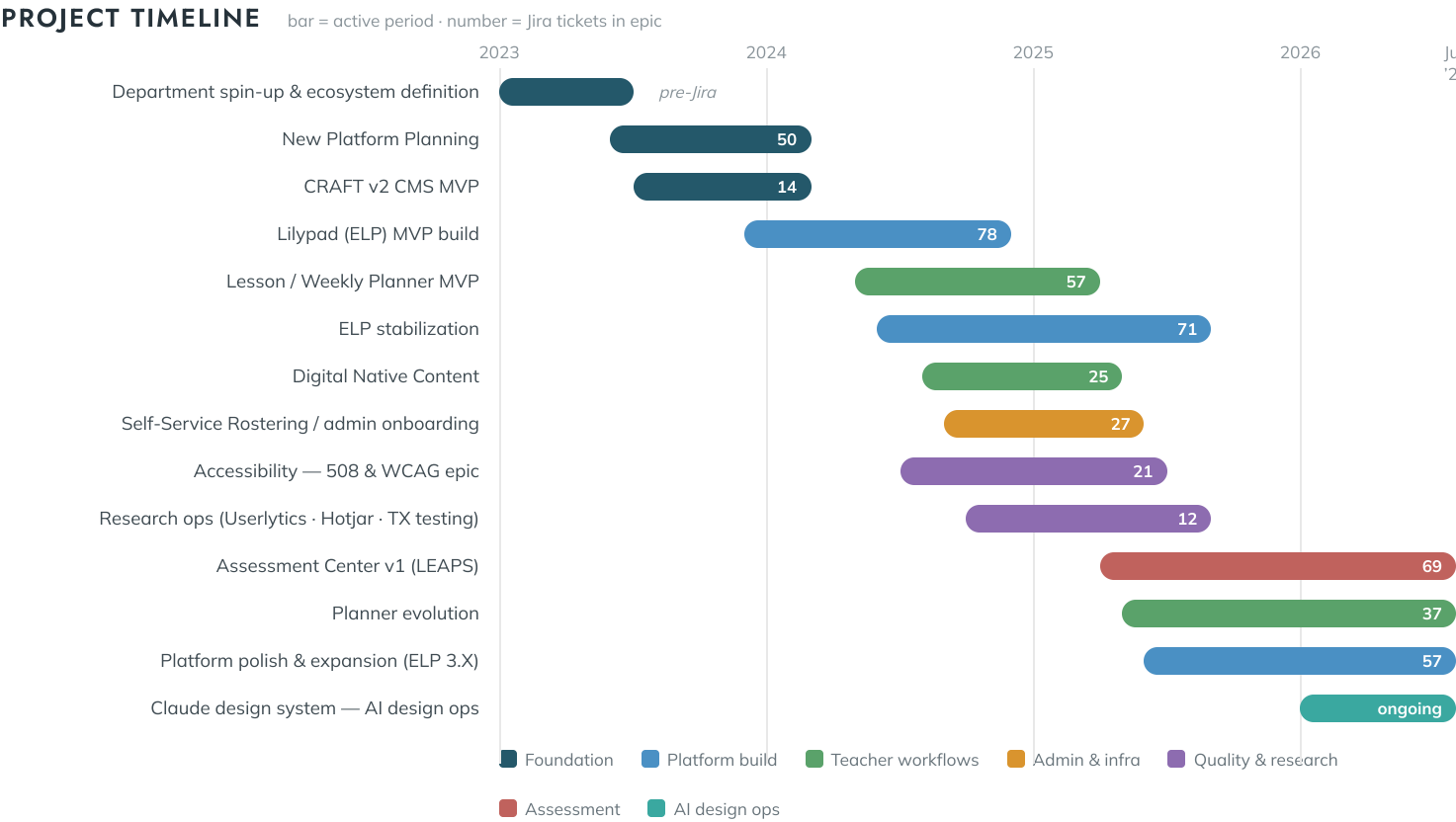
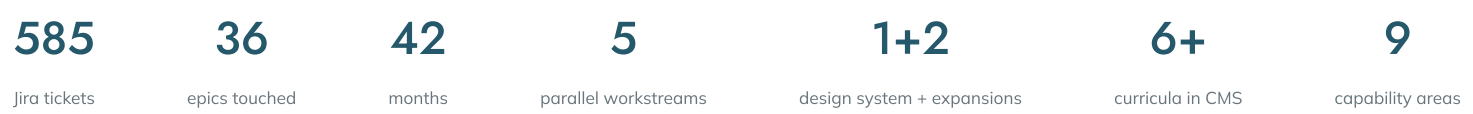


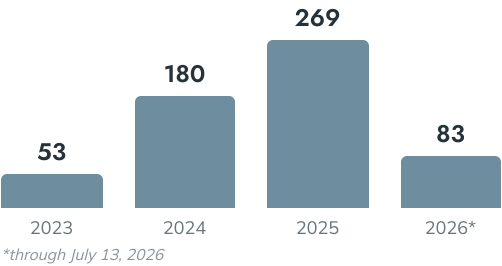
Ben Tabb — Frog Street Work Audit

Founding Product Designer → Design Lead · Lilypad platform ecosystem · January 2023 – July 2026

Source: complete audit of Jira history (projects FSD/RES), primary Miro planning board, and pre-Jira founding period



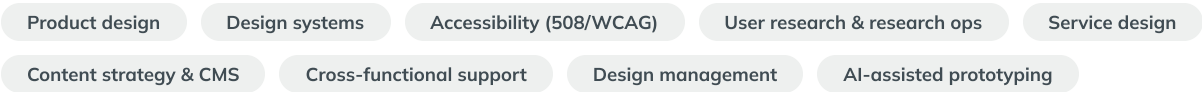
TICKET VOLUME BY YEAR



ROLE EVOLUTION

- 2023 Founding designer — one of two founding Product members; defined the Lilypad/TACO ecosystem split and stood up how design operates
- 2023 Sole UX through platform conception — concepts, design language, design system, every core surface
- 2024 End-to-end owner at MVP scale — design + dev tickets + front-end work + QA, across 180 tickets that year
- 2024–25 Multi-track workflow designer — five parallel workstreams + the research program; 269 tickets in 2025
- 2025–26 Design lead — Assessment Center end-to-end, contract designer direction, AI design ops — still shipping weekly

NINE SUSTAINED CAPABILITY AREAS



Largest epics: ELP MVP build (78) · ELP Stabilization (71) · Assessment v1 (69) · ELP 3.X (57) · Lesson Planner (57) · New Platform Planning (50) — plus 3 years of Splash conference design, 2 CMS generations (CRAFT v1→v2), and 6+ curricula placed into the CMS