Tori Rice

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Lead Product Designer at Salesforce driving the vision and execution for AI-powered setup and onboarding experiences.

Education.

Masters of Human Computer Interaction
August 2014 - May 2016
Indiana University, Bloomington, IN

BA Psychology
August 2007 - May 2011
Purdue University, West Lafayette, IN

Achievements.

At&t IoT civic hackathon winner

My team created an imaging analysis technology to avoid accidents at red lights.

4 issued patents; including two for a global login flow, one for a management page of verification methods and trusted devices, and one to help tab navigation during video conferencing.

Involvement.

Salesforce Design System Ambassador

Meet with ambassadors bi-monthly for design system updates. We work to mitigate cross-cloud silos and reduce redundancies. We advocate for the design system to create better experiences for our end users and for more streamlined design processes.

Setup Council

Owner of the Onboarding/Help/In-app Guidance Work-stream within Salesforce's Setup. Responsible for organizing sessions with other members to drive, facilitate, collaborate, and represent decisions back to the Setup council.

Experience.

Salesforce/Lead Designer
Indianapolis, IN / August 2024 - Present

Design Lead on Agentforce for Setup, overseeing Setup Home, Observability, Recommended Utterances, and User Access from initial concept through Pilot and Beta releases.
Collaborated cross-functionally on foundational and platform-specific Agentic patterns for a seamless and consistent user experience, while advocating for system-wide consistency by co-maintaining our Source of Truth Figma file.

Design Lead for SentOS setup (an Enterprise Agentic Search). Orchestrated cross-functional alignment between Agentforce, Salesforce GO, Search, and Data Cloud to ensure UI consistency, and real-time integration of the latest platform updates.

Salesforce/Senior Designer:
Indianapolis, IN / August 2019 - August 2024

Led design for five distinct development teams within the Identity sector of the platform, shaping long-term product visions and roadmaps.

Successfully launched Global Login with Environment Switcher, supporting 149k logins per week.

Designed and patented a novel method for managing verification methods and trusted devices.

Redesigned the Backup and Restore flows for the Salesforce Authenticator App, serving over 2.9 million combined iOS and Android users.

Genesys/Lead User Experience Designer
Indianapolis, IN / November 2017 - August 2019

Led design for a telecommunications platform over multiple development teams. I sat on the UI/UX board as a representative of the platform, where I contributed to shaping the design system and design strategies across all Genesys platforms.