Tori Rice

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Lead Product Designer at Salesforce designing the trust patterns that let people hand real work to AI agents.

Education.

M.S., Human-Computer Interaction Design
Indiana University, Bloomington · 2014 - 2016

B.A., Psychology
Purdue University, West Lafayette · 2007 - 2011

Built with AI.

- Built a suite of 10 installable Claude Code skills that encode my design practice into reusable tooling, including dev hand-off specs with full edge-case and state matrices, code QA, and site pre-flight checks. github.com/ tjrice42/ design-judgment-skills
- Prototype and build with Claude, Cursor, and Figma Make, turning ideas into working prototypes rather than static mock-ups.

4 issued U.S. patents.

- Global login flow (2), verification methods & trusted-device management (1), tab navigation during video conferencing (1).

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 efficient design processes.

- **Platform UX AI Enablement Workgroup**
  Invited to join the Platform UX AI Enablement workgroup (7 designers), which supports designers in adopting AI tools and closer design-to-dev workflows.
  Asked by this same group to present my AI practice to the platform design org.

Experience.

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

- Design lead for Agentforce for Setup, owning Setup Home, observability, recommended utterances, and user access from concept through pilot, beta, and GA.
- Reduced common admin work that once took 20+ minutes or hundreds of clicks, troubleshooting access, finding who holds a permission, creating objects, fixing formulas, to seconds. Shipped to general availability in June 2026, free for every admin tier, and the most-attended AI app-dev session at TDX 2026.
- Designed the trust-and-control patterns that let admins hand real configuration work to an agent acting on a production org: intent confirmation, action previews, and scoped permissioning.
- Design lead for the setup and configuration experience of Agentforce Coworker. Aligned Agentforce, Salesforce GO, Search, and Data Cloud for a consistent UI and real-time platform integration.
- Co-maintain the team's source-of-truth Figma and advocate for consistent agentic patterns across the platform.

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

- Led design across five teams in the Identity platform, shaping long-term product vision and roadmaps.
- Launched Global Login with Environment Switcher, supporting 149k logins per week.
- Redesigned Backup and Restore for the Salesforce Authenticator app, serving 2.9M+ iOS and Android users.
- Led the UX for External Client Apps (ECA), the platform-wide replacement for Connected Apps: a single, connected experience to create, manage, configure, and migrate app integrations across OAuth, SAML, and OpenID Connect. Now the required framework for every new Salesforce integration.

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

- Led design across multiple teams for a telecommunications platform. On the UI/UX board, shaped the design system and strategy across Genesys products.