

Cody Bitner

SYSTEM DESIGN & GROWTH



Personal

Family

My wife and I bounced around Canada before coming back home to Saskatoon, where we've settled and raised our three kids.

Board Games

I am an avid board gamer. For a few years I ran my own online board game store, Mr. Dice Guy.

Home Theater

I love TV and movies, and I have a slight obsession with getting the best video and audio quality out of my home theater setup.

Specialties

System Design

Creating components and paradigms that are intuitive for users, designers, and developers.

Growth

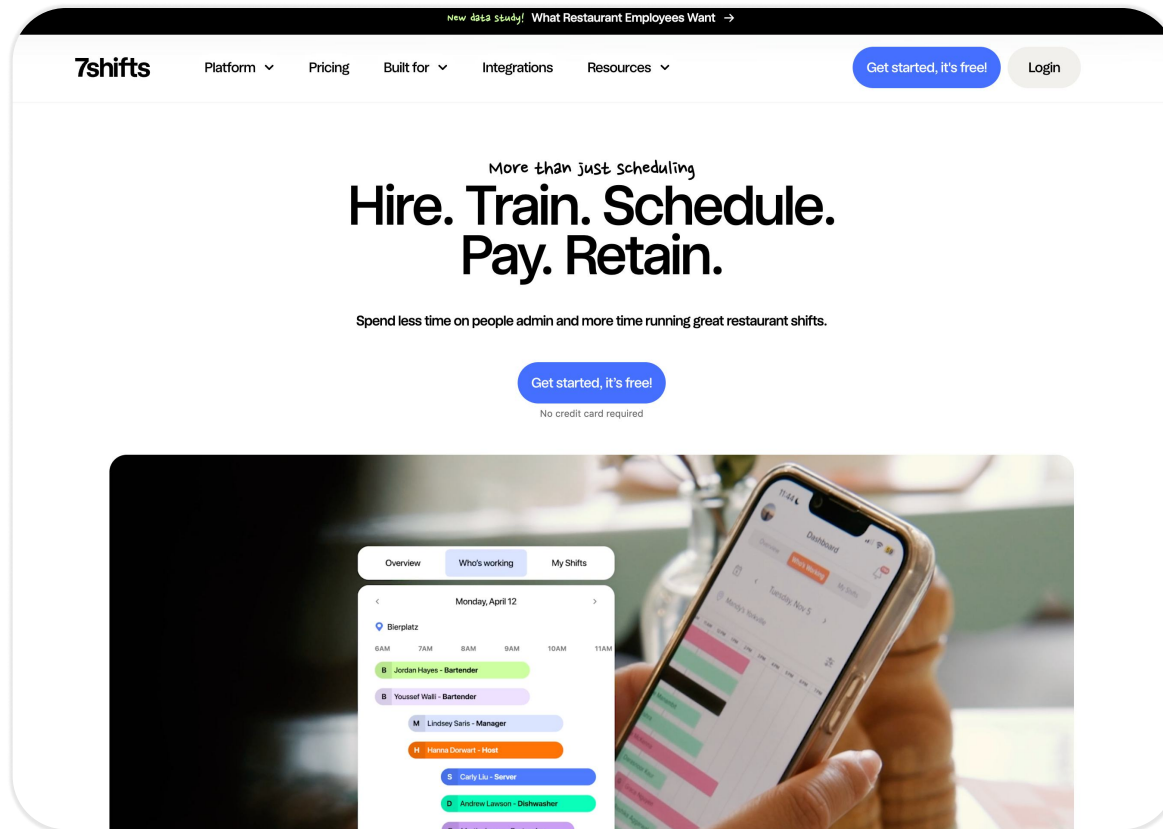
Leading experimentation to impact company metrics through hypothesizing and testing. Pursuing high-confidence bets while building in ways to learn from wins and misses alike.

AI-Coding & Development

Building AI workflows that assist designers and AI-development projects. Focused on removing friction from workflows, not on making all designers into vibe-coders.

About 7shifts

RESTAURANT SCHEDULING & TEAM MANAGEMENT



Restaurant team scheduling

7shifts helps restaurant managers build schedules faster, control labor costs, and give staff more visibility into their shifts.

Made for managers and employees

Managers get tools for building schedules, controlling labor costs, and compliance, while employees get a dedicated app for viewing shifts, swapping availability, and staying connected with their team.

PROJECT

Employee Management

Investing in our mobile experience.



Cody Bitner



Overview

Employee management, the creation and editing of employees, was both necessary for a successful first-time experience and a frequently used flow due to the short tenure of restaurant workers. However, it was a high-friction, unwieldy, and contained dated components.

The mobile team was at a new stage, we were combining mobile squads and I was moving from growth into the mobile domain.

This gave us a chance to finally reinvest in our mobile design system and set a new standard for components and paradigms.

My role

Product designer leading discovery, research, and implementation.

- Conducted usability tests and interviews
- Analyzed data
- Partnered with Design System team (web) to develop new mobile components and paradigms
- Aligned with mobile engineering on workflows for component and feature work

Problems

Friction in first-time experience

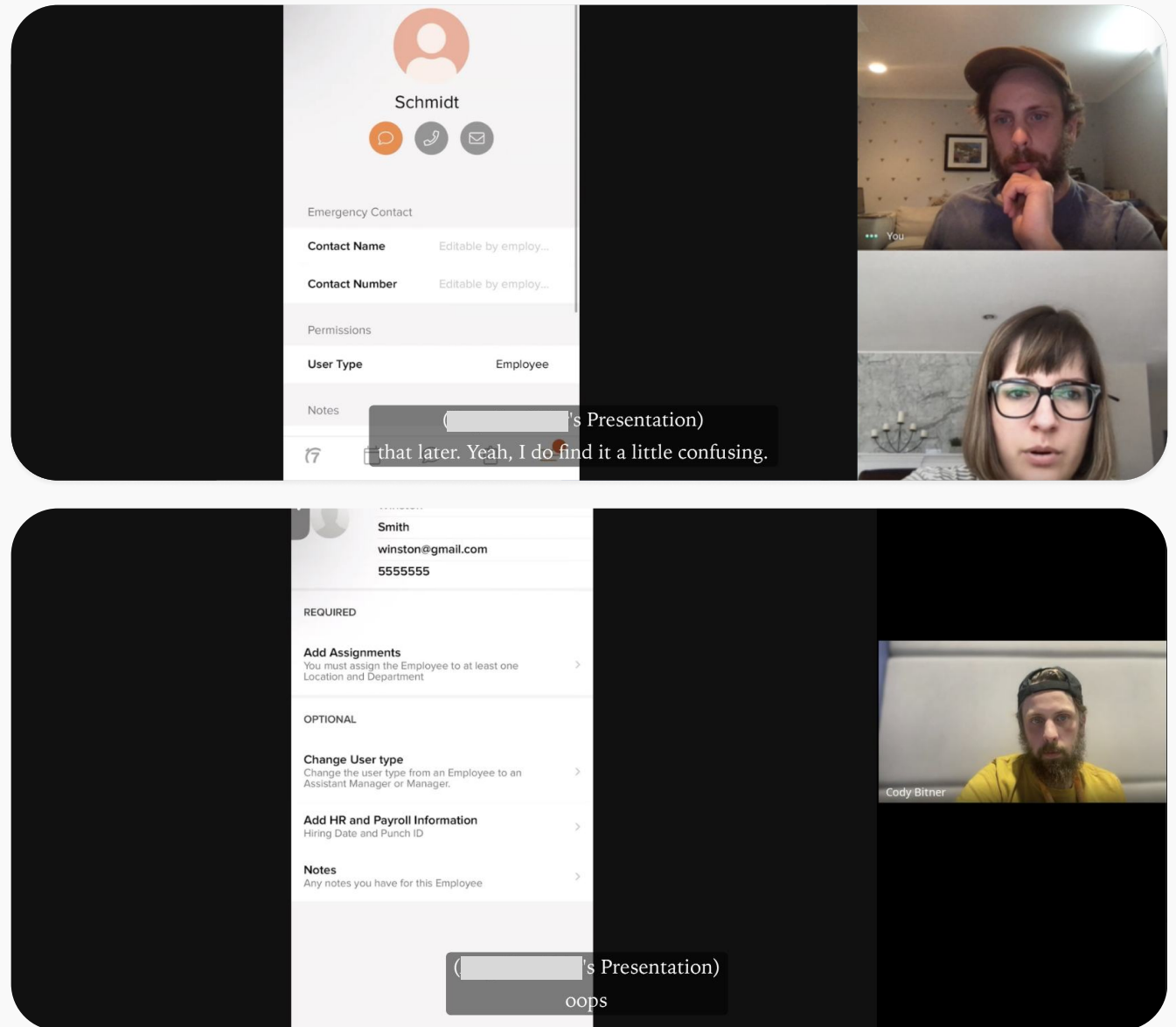
Usability tests showed adding employees was a blocker to reaching the product's core value.

Band-aids solutions weren't working

We'd tried to band-aid the flow with empty states, checklists, and guides. Data showed that none of it worked.

Mobile design system needed investment

Our mobile design system was underserved and falling behind both our web system and competitors.



Running through mobile onboarding usability tests with customers.

Process

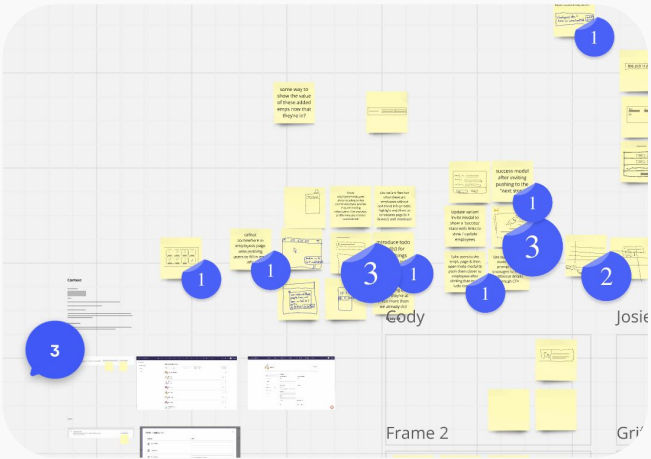
Turning insights into direction.

The usability tests surfaced some clear problems. My squad prioritized these issues together and talked through how new components and paradigms could support them. The employee creation process was one we knew was both key to activation, problematic for first-time users, and contained dated form components.

We'd previously relied on band-aid solutions like unique first-time setups. I saw an opportunity to go further by investing not just in first-time experience, but in the everyday flows.

I conducted research into both competitors and high quality applications to understand paradigms and similar flows, while still looking for opportunities to streamline for our specific user.

-  Uncovered where we were setting users up to fail during first-time experiences.
-  Researched common and new mobile paradigms and dived into competitor flows and mobile components.
-  Conducted interviews with trial customers to understand their mindset during this time.



Artifacts from usability tests, workshop and brainstorming sessions. (Writing on a white board with great concentration, A+ designer right there.)

Solution

What we built.

We created flows that were hard to get wrong, nudging users toward the best outcome of having enough employee data captured and that employee invited.

Creation flows are input-heavy, which let us define foundational form fields and set patterns for focus states, errors, and layout.

We looked at natural opportunities for adding employees in other flows, especially during first-time usage, and added entry points.

We also landed the user directly into the schedule and avoided blocking experiences. Instead we gave gentle nudges and removed friction from those paths.



We invested in our design system so we could hit the ground running



We reduced friction and nudged users forward in employee creation.



We revamped our invitation flow to get team members into the system faster.



Results

What impact did we have?

We cut the time to complete the create-employee flow and saw a steady increase in employees added on mobile.

Our mobile design system now had working foundational pieces and paradigms that we continued to use and build upon in future mobile work across other core features like scheduling, time off, and availability.



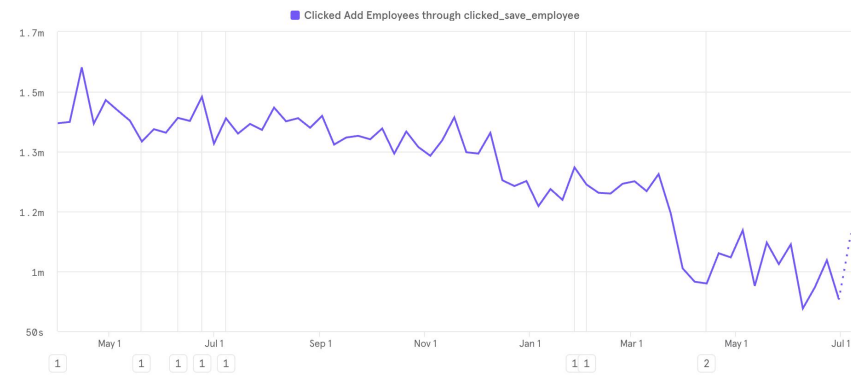
We decreased the time it took companies to create new employees



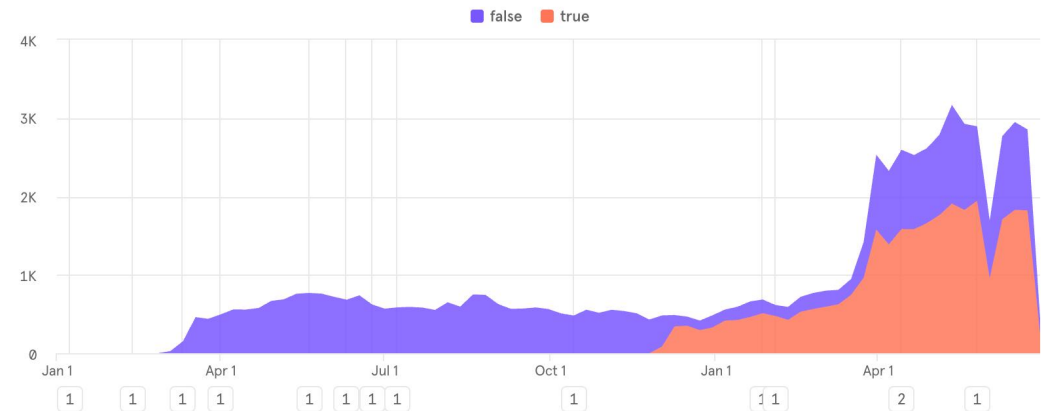
We saw an increase in employees added and many of them had been invited.



We continued investing in the employee management and other core actions in future work by following similar principles.



Time that it takes to create an employee were heavily decreased after the initial release in November.



Employees added increased significantly after the November release, with further lift from iterations in Dec and Feb. Year-over-year in May, the increase is substantial, though other work streams could have also contributed to it.

PROJECT

Value-based pricing

Pricing that doesn't make you think.



Cody Bitner

Overview

At 7shifts, our plans were built around feature access, which meant the price tag didn't always reflect what a restaurant was actually getting out of the product.

I led the shift to value-based pricing, tying our plans to a metric that scales naturally with a restaurant's size and needs. The goal was pricing that felt obvious rather than something customers had to work out for themselves.

My role

Growth designer leading discovery, research, and implementation.

- Researched competitor and B2B SaaS pricing models
- Studied value-based pricing frameworks from industry resources
- Designed and tested new plan structures and pricing pages
- Partnered with data/finance to validate impact on MRR and ARPU

Problems

Companies chose plans that fit their basic needs

Our feature-based pricing was creating a situation where users would try to minimize their cost by getting only the features they thought they needed right now.

Indecision leads to a lost conversion

Finding the plan that fit their team wasn't obvious and could cause indecision. Having interest in only one feature on a higher tier made users feel cheated to pay for more expensive upgrades.

We didn't grow with our customers

As their operations grew and they could leverage more of our features, they were reluctant to upgrade and our pricing didn't grow with them. We wanted to explore new strategies to drive customers toward higher value plans.

Simple pricing. Built to fit your restaurant's needs.

Monthly

Annual

← Save ~15%



Comp Free

10 employee limit, 1 location max
Billed Monthly

Simple scheduling and time clocking for your restaurant

Comp is your current plan



Entrée

\$ 43.99

Per month per location
Billed \$239.88 annually

Make scheduling, reporting, and team communication easy

Choose Entrée



RECOMMENDED

The Works

\$ 76.99

Per month per location
Billed \$239.88 annually

Make scheduling, reporting, and team communication easy

Choose The Works



Gourmet

Contact Us

Per month per location
Billed \$239.88 annually

Make scheduling, reporting, and team communication easy

Choose Gourmet

Appetizer includes:

✓ Up to 20 employees

✓ 1 location max

Free post-trial support

✓ Free mobile apps (for iOS & Android)

✓ Basic Time Clocking - Clock In & Out, Edit Timepunches & Employee Timesheet View

✓ Staff scheduling & notifications

✓ Time-off + availability requests

✓ Basic reporting

✓ POS Integration (sales) (Upserve, Cake, Square, Toast, TouchBistro, Clover)

Entrée includes:

✓ Unlimited Employees

✓ Multi-location support

Free post-trial support

✓ Free mobile apps (for iOS & Android)

✓ Basic Time Clocking - Clock In & Out, Edit Timepunches & Employee Timesheet View

✓ Staff scheduling & notifications

✓ Time-off + availability requests

✓ Basic reporting

✓ POS Integration (sales) (Upserve, Cake, Square, Toast, TouchBistro, Clover)

The Works includes:

✓ Unlimited Employees

✓ Multi-location support

✓ Free post-trial support

✓ Free mobile apps (for iOS & Android)

✓ Basic Time Clocking - Clock In & Out, Edit Timepunches & Employee Timesheet View

✓ Staff scheduling & notifications

✓ Time-off + availability requests

✓ Basic reporting

✓ POS Integration (sales) (Upserve, Cake, Square, Toast, TouchBistro, Clover)

Gourmet includes:

✓ Unlimited Employees

✓ Multi-location support

✓ Free post-trial support

✓ Free mobile apps (for iOS & Android)

✓ Basic Time Clocking - Clock In & Out, Edit Timepunches & Employee Timesheet View

✓ Staff scheduling & notifications

✓ Time-off + availability requests

✓ Basic reporting

✓ POS Integration (sales) (Upserve, Cake, Square, Toast, TouchBistro, Clover)

Our feature-based pricing made it difficult to make a choice. Users had to figure out where to start, only having a recommended plan as a guide. Choosing a plan was made to be a lot of analytical work, rather than an easy decision to make.

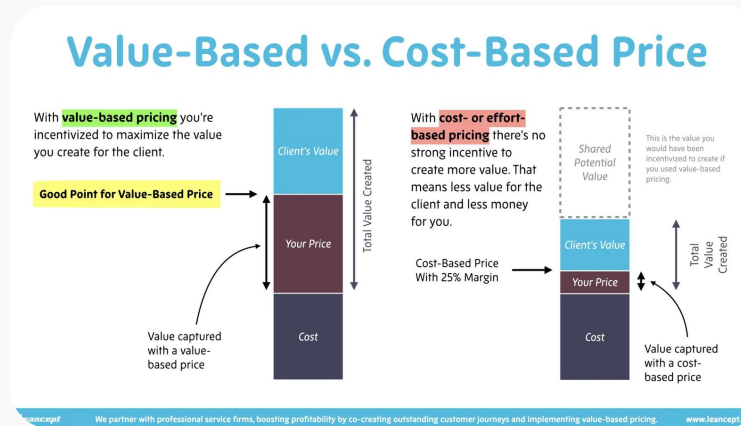
Process

Turning insights into direction.

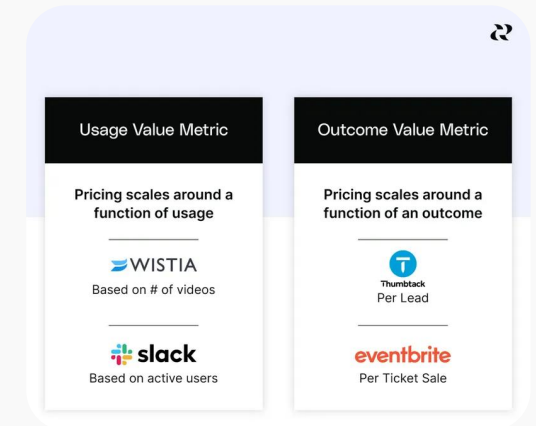
I began by viewing competitor pricing and other B2B SaaS offerings to better understand the competitive landscape and what other pricing models are possible.

Studying pricing resources from various industry experts including profitwell and reforge validated some of our early exploration around the potential of value-based pricing.

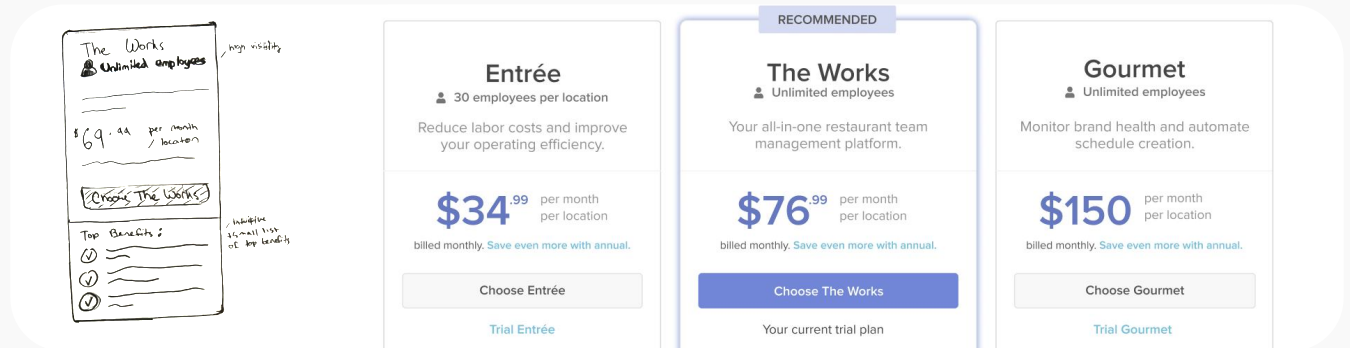
I explored how we would best be able to tie our value to metric that scales with customer value while keeping pricing intuitive.



<https://www.leancept.com/articles/the-value-based-price-profit-by-solving-real-client-problems>



<https://www.reforge.com/courses/monetization-and-pricing/details>



Sketches and iterative prototypes.



Analyzed competitor pricing strategies and various SaaS offerings in different fields.



Studied pricing resources and realized the potential of value-based pricing.



Validated pricing models that aligned our users' perceived value with our product.

Solution

What we built.

We grouped our plans based on different employee limits to naturally demonstrate the increasing value we offer, from scheduling a small team to a large one.

As scheduling complexity grows, our value proposition becomes more apparent. We organized features based on what teams of different sizes would typically need.

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Having value-based pricing helped companies easily find where they fit.
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Employee count was scalable with growing companies and gave natural upgrade paths.
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Tailoring plans to specific sizes of restaurants helped us to better present relevant features.

Ready to get more out of 7shifts?

Entrée

For small teams with advanced scheduling, time tracking, and communication needs.

30 employees per location

\$29.99 per month/location

Billed once annually or billed \$34.99 monthly

Choose Entrée

✓ Save time scheduling with Templates

✓ Save on costs with the Labor Budget Tool

✓ Track performance with robust reporting

✓ Plan ahead with Events Management

Most Popular



The Works

For teams that need labor compliance, cost-saving, and employee retention tools.

Unlimited employees

\$69.99 per month/location

Billed once annually or billed \$76.99 monthly

Choose The Works

Everything in Entrée plan plus:

✓ Avoid penalties with Labor Compliance

✓ Keep track of your day-to-day with the Manager Log Book

✓ Predict your staffing needs with the Optimal Labor Tool

✓ Keep a pulse on employee satisfaction with Shift Feedback

Gourmet

For scaling teams with advanced management and tech integrations needs.

Unlimited employees

\$135.00 per month/location

Billed once annually or billed \$150.00 monthly

Choose Gourmet

Everything in The Works plan plus:

✓ Enterprise-level view of operational performance

✓ Auto-scheduler to build labor-optimal schedules

✓ Improve accountability with Task Management

✓ Avoid penalties with customizable labor settings

Compare features

Final design.

Results

What impact did we have?

Aligning plans with employee limits increased new monthly recurring revenue (MRR) by 13% and average revenue per unit (ARPU) by 16%. The employee limit strategy increases MRR and ARPU by moving new trial users to higher-priced plans upon conversion.

The value of 7shifts is closely tied to the number of employees in a restaurant. Companies with more employees per location are more willing to pay a higher rate.



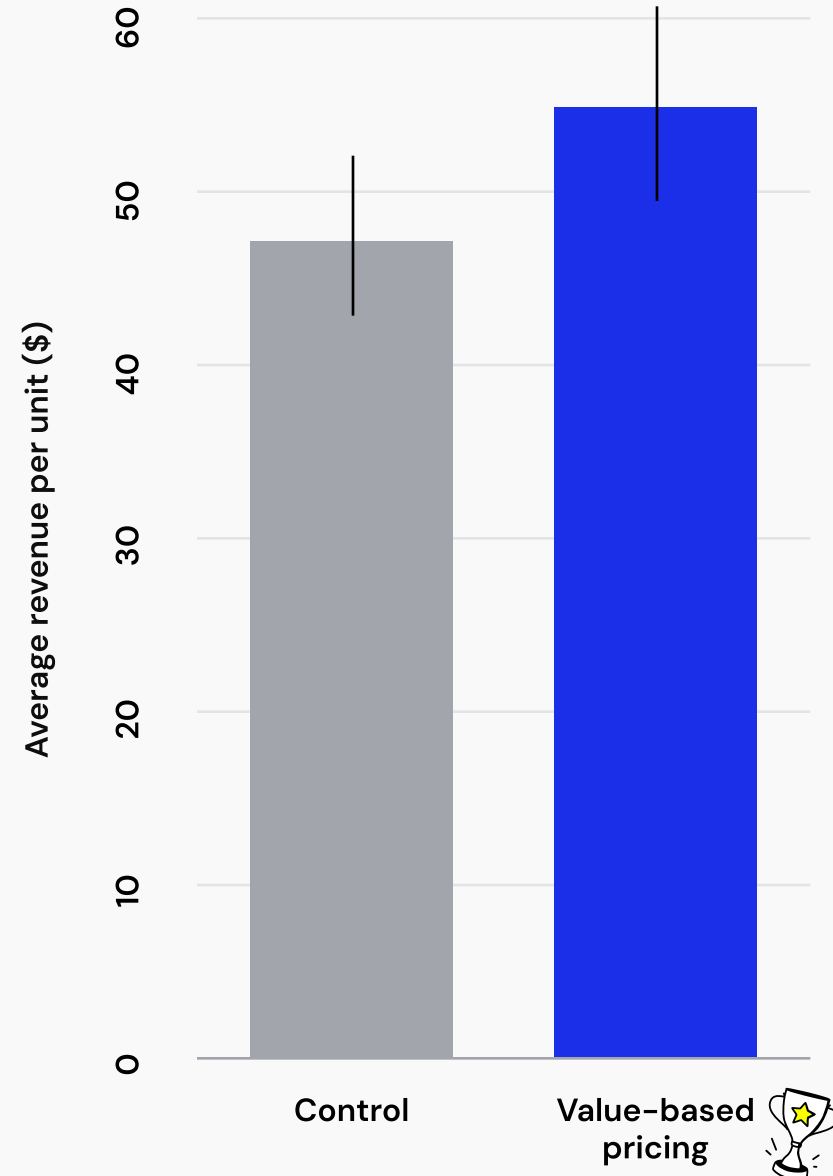
Increased MRR by 13%.



Increased ARPU by 16%.



Higher-priced plans chosen more often with minimal change in overall conversion rate.



PROJECT

Ongoing AI Initiatives

Using AI in designer workflows



Cody Bitner



Initiative #1

Automated User Acceptance Testing

User acceptance testing is done by designers to see if the implemented code matched their intended designs. However, UAT is a huge bottleneck: Designers context-switch to review implementations, developers wait for feedback, and small misses still slip through. The back-and-forth is time-consuming and pulls designers away from higher-value work.

I developed a “Product Designer” AI agent and gave it the skills to perform UAT. This agent can use Linear and Figma to evaluate if there was any loss in fidelity from the design to the implementation. It responds with a structured explanation of what passed, what failed, and possible issues. The developer can then make changes without waiting for designer involvement.

I’m currently expanding this prompt to become a github action where we can automatically trigger it and have it directly integrated into the developer’s workflow.

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UAT consumes significant time between design and development.
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Small misses in UAT snowball into larger rework cycles.
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We eliminated async back-and-forth and freed developers to move without waiting.

Jira Ticket AC

- ✔ AC 1 — Build PrimaryNav component: All sub-components exist — PrimaryNav, PrimaryNavItem, PrimaryNavSubItem, PrimaryNavDivider, PrimaryNavHeader and PrimaryNavFooter are also present, as implied by the design.
- ⚠ AC 2 — Add new Private Tokens: Earl primitives (earl100 → earl1000) and semantic nav tokens (--nav-background-color, --nav-foreground-color, --nav-object-soft-color, --nav-object-normal-color) are implemented as local SCSS variables scoped to the nav module — not in the foundation token system. This is consistent with "private," but worth confirming this was the intended approach vs. a formal token file entry.
- ✔ AC 3a — Menu sections don't close on menu collapse: Sub-items render regardless of nav-collapsed state; they display as small circles when collapsed. Verified in the collapsed Schedule state screenshot from Figma.
- ✔ AC 3b — Logo changes on menu collapse: SevenShiftsLogo, SevenShiftsShortLogo swap implemented correctly in PrimaryNavHeader based on isOpen.
- ❌ AC 3c — Refine animation with @David King: Open item, explicitly deferred in AC.
- ✔ AC 3d — Badge rollout on collapse: PrimaryNavItemBadge shows a small orange dot on the icon when collapsed and a numeric Badge when expanded. Rollup logic sums sub-item numeric badges correctly.
- ✔ AC 4 — Shadows/outlines on overflow: PrimaryNavFooter uses useScrollDetector and applies a top shadow + border when the main content scrolls.
- ✔ AC 5 — Update icons and menu item names: Component supports any icon and label via props; stories demonstrate the correct icon set.

Design UAT

Figma Design Requirements

- ✔ Expanded nav (248px): Width, header height (56px), item height (38px), padding (4px, 32px), and content frame (224px) all match Figma exactly.
- ✔ Collapsed nav (64px): Width, icon-only display, and short logo match Figma.
- ✔ Active item (no sub-items): Left 2px accent border + \$color-earl-300 fill background — matches StateActive in Figma.
- ✔ Active item (has active sub-item): Left 2px accent border only, no fill on parent — matches StateOpen / has-active-sub-item in Figma.
- ✔ Hover state: var(--color-hover-darken) background on _content: hover — matches Figma hover state.
- ✔ Divider component: 1px line via ::after with correct padding — matches PrimaryNavDivider in Figma (height 20px, padding 10px).
- ✔ Dark theme: \$dark modifier swaps all four CSS custom properties correctly (earl-900 bg, earl-800 fg, earl-400 soft, earl-100 normal).
- ⚠ Sub-items not expandable without an active child: The Figma models a distinct StateOpen for PrimaryNavItem — sub-items expanded without any sub-item being active. The current implementation (hasActiveSubitem) only shows sub-items when one already has isActive: true. There is no way for a consumer to expand a section via click without simultaneously activating a sub-item. Is this intentional or a missing state?
- ✔ Sub-items in collapsed nav: When a sub-item is active, collapsed mode shows small grey/dark circles per sub-item — matches primary-nav-sub-item__circle CSS and Figma StateClosed, PageSchedule screenshot.
- ✔ Footer scroll shadow: Shadow only appears when content overflows. Matches design intent from AC 4.
- ✔ Toggle button chevron direction: IconChevronLeft when expanded (matches Figma "Left moving interaction" annotation), IconChevronRight when hovering over collapsed nav (to pin). Button hidden in fully collapsed state — all correct.

Product Designer agent output of how well the given code matches the jira ticket and figma design files.

9 December 2025 ▾



jordan

08:00

@here Hey team, a quick weekly update...

I've been listening to a number of great podcasts lately from CEOs of high-growth companies like [Airtable](#), [Gamma](#), and [Cloudflare](#). A common theme keeps coming up: they all had to re-invent their businesses because of AI. That meant dramatically increasing their internal learning velocity and asking hard questions like: *If I were starting this company from scratch today, what would I do differently? How would I disrupt myself? How could I do this 3x faster and 3x better?*

The truth is, we're building in a world where the ground is constantly shifting beneath our feet. AI is rewriting how work gets done. Expectations for companies and individuals are rising. The bar for excellence moves higher every single day. That can feel daunting at times, but it's also an incredible opportunity. An opportunity to learn faster than ever before. An opportunity to future-proof our careers. And an opportunity to build something truly special together at 7shifts.

A reminder: growth isn't about having all the answers. It's about refusing to stand still. It's the willingness to experiment, to stretch beyond what feels familiar, and to let curiosity pull us into new territory. When we take on that mindset, we stop trying to "keep up," and instead, we start setting the pace.

Last week's AI-mazing demos (recording [here](#)) brought this to life in a powerful way. One standout example was [@cody](#), our Senior Product Designer, who built an AI agent that automatically runs UAT on designs once they're implemented in mobile. That means designers now have higher confidence that their work is making it into production exactly as intended, without waiting on manual checks. The result is real time savings, better collaboration across teams, and higher quality outcomes - all because Cody chose to lean in, experiment with AI, and find a smarter way to work.

This is exactly the kind of behavior we want more of. Not just from designers or engineers, but from every corner of the company. Every role here has the opportunity to rethink how work gets done.

Let's keep pushing. Let's keep tinkering. Let's stay curious. And let's keep unlocking new leverage together - not just to build great products, but to better serve the millions of restaurant workers and operators who depend on us every day.

That's how we stay ahead.

That's how we build something enduring.

CEO shoutout about the project.

Initiative #2

AI Component Documentation

Our design system lacked consistent component documentation. We needed a way to document our existing library with speed.

I created a template to make a simple, repeatable, and concise documentation for our components. I created skills and prompts to access documented design systems and rulesets that allowed it to ask clarifying design questions and create draft documentation.

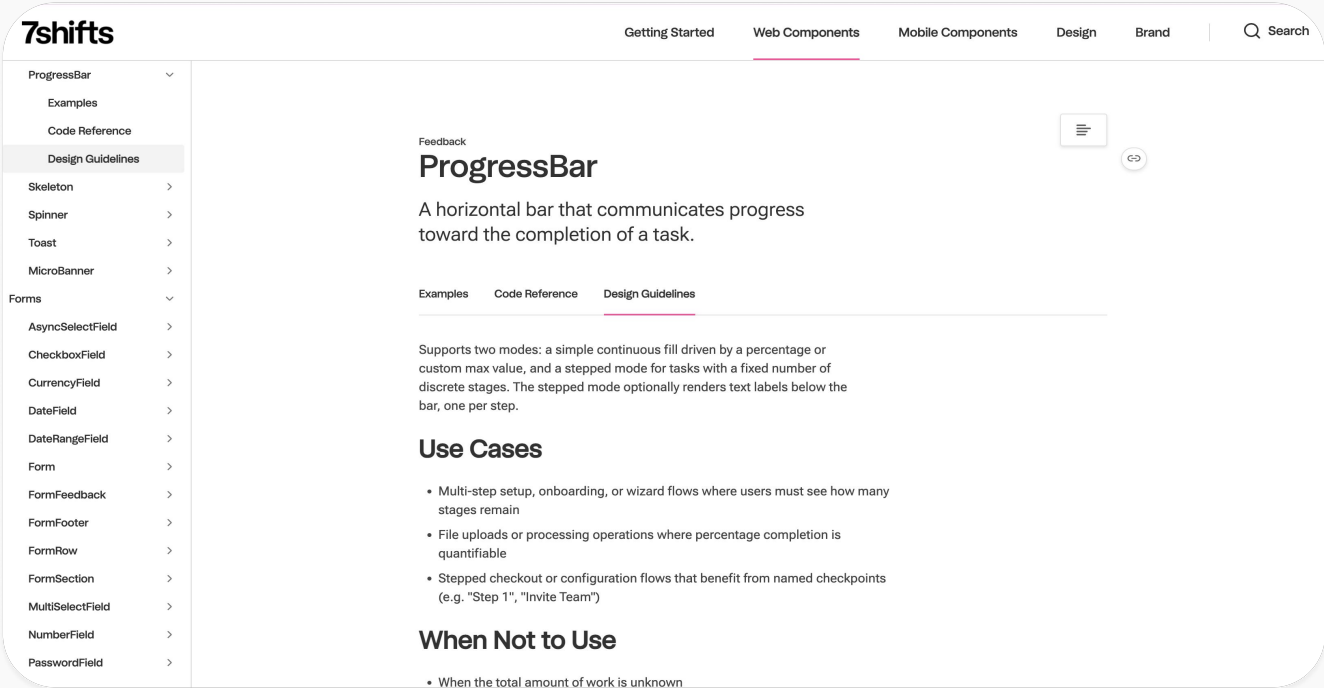
After an initial draft, we fine-tuned the documentation to make sure it reflects how we want designers and developers to use our component.

- 

Our component library lacked consistent, usable documentation.
- 

AI agents let us close documentation gaps at scale.
- 

Draft docs give teams a concrete starting point for real design decisions.



Documenting existing components in our design system.

Peer Feedback

Hear from the people I've worked with.



Matt Palsich

"Make every experience an 11":

You've been providing a great experience for our development team in terms of working back and forth between design and engineering. Not only are you concisely documenting UI specs and UX requirements, and regularly communicating your intent and uncertainties (e.g. recorded mock walkthroughs), but you're keeping up an ongoing conversation with engineering that makes it easier to seek clarity or move forward knowing we'll be refining details as we go. I think we can mistakenly think needing a 100% complete, accurate spec solves the problem of lacking detail, but a healthy line of communication between design and engineering is a more sustainable solution.



Ryan Luttrell

Cody brings solid experience and opinions to every conversation he is a part of. Often, Cody has a different (in a good way) perspective from others and is never afraid to share that opinion. You can always tell that desires to challenge directly while caring deeply



Ben LeMay

Cody demonstrated his ability to act like an owner by being a strong advocate for in app payments and doing a ton of exploration that enabled us to find a quick first iteration that also allowed to potentially avoid paying the google and apple tax. Cody found an example on Shopify where they are collecting credit card info instead of using apple or google pay for in app purchases. This led us to investigate this option and we got connected to some folks at shopify who gave us some insight into how this was achieved. This could be an absolute game changer for the company and we would not have been able to get here without Cody!



Anonymous user

Cody is very good at raising the most difficult questions. He makes us think deeply about our solutions from a customer's standpoint. He also has some very simple changes to suggest that lead to an outsized return - eg: a simple copy change on invoices that drove 38 annual upgrades. Cody is also great at surfacing insights from data and user tests that help guide our new tests.



Jacob Beallor

Over the last quarter Cody and I helped with brainstorming test ideas for yacht club and refining the test backlog. Throughout the process Cody was candid about the failures about our previous tests and what we could do in the future to have more efficient tests and gain more insights. Cody always came prepared with research and designs to back up his ideas. Specifically, the idea of having an introductory pricing test had been discussed a few times before, and over the quarter Cody went above and beyond doing research to support the hypothesis, even going as far as to connect with someone from Shopify to gain insights from their experiments.



Anonymous user

Acting like an owner. He does a great job solutioning without a lot of PM intervention and comes back with really thoughtful and polished work. I also like that he can "tech talk" with the devs - I think this breaks down a barrier that I've seen other designers struggle with developers; rather than an outsider it feels like the team sees him as "one of their own", especially cause he can get in there and fix something himself to help the team out :)



Cody Bitner

**Thank you for taking some time with
me today.**

Any questions?