

# Thomas F Dittmer

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## SUMMARY

**Principal Product Designer** streamlining complex workflows for brands like TripAdvisor and eBay. Uniting design and engineering to cut tech debt and boost planning speed by removing workflow bottlenecks.

- Increased TripAdvisor development throughput by 83% with automated design system pipelines.
- Minimized eBay code bloat by 80%, saving \$700k in operational costs.
- Reduced Keurig go-to-market lead-time by 90%.

## EXPERIENCE

### **Tripadvisor** Needham, MA • Nov 2023 - Nov 2025

#### **Lead Product Designer - Atlas Design System**

- Boosted team velocity by 83% by automating design-to-code token pipelines to offload simple tasks.
- Increased design efficiency by 32% by architecting a sub-component library for user-facing AI experiences.
- Achieved 99% cross-platform consistency by overhauling component and token libraries
- Shaped executive product strategy by using qualitative insights from system adopters.

### **eBay** Boston, MA (Remote) • Sep 2022 - Nov 2023

#### **Staff Product Designer - Core AI**

- Recovered \$700k and reduced excess code by 80% by centralizing eBay's camera library.
- Led strategy for a \$100M GMV line, cut planning cycles by 75% across 3 squads, and saved \$460k annually.

### **Tripadvisor** Needham, MA • Jan 2016 - Aug 2022

#### **Senior Product Designer - Design Systems, Hotels, & Vacation Rentals** Sep 2019 - Aug 2022

- Pioneered the TripAdvisor Design System, reducing product development cycles from 20 days to 10 days.
- Optimized Hotels & Vacation Packages funnel, achieving a +60% revenue spike and +36% funnel growth.
- Modernized Vacation Rental UI with pricing and calendar features, driving \$905k in incremental revenue.

#### **UX/UI Designer II - Hotels & Experiences** Dec 2018 - Sep 2019

- Drove a 3% lift in Hotel booking value in funnel optimization and 8% lift in Experience checkout conversion.

#### **UX/UI Designer - Hotels & Vacation Rentals** Jan 2016 - Dec 2018

- Led shift to user-centric roadmaps, yielding a 25% booking lift and 12% organic traffic growth.

### **Keurig Green Mountain** Burlington, MA • Apr 2012 - Jan 2016

#### **Interim Art Director - Digital Direct** Feb 2015 - Jan 2016

- Led a 5-person Digital Creative Group, ensuring brand consistency across 3 key business channels.

#### **Senior Interactive Designer - Digital Direct** Feb 2015 - Jan 2016

- Reduced go-to-market lead-time from 4 weeks to 2 days by engineering a new campaign framework.
- Led the UX strategy for Keurig's SMART IoT technology in partnership with the Innovation Org.

#### **UX Designer - Digital Direct** Apr 2012 - Feb 2015

- Optimized UI/UX for high-traffic user flows on the direct-to-consumer platform, supporting the multi-billion dollar 'At Home' business segment.
- Partnered with Brand Managers to execute digital strategy for 3 brewer launches generating \$1.5B revenue.

## EDUCATION & EXPERTISE

**Education:** Bachelor of Industrial Design • Industrial & Interaction Design • Syracuse University

**Competencies:** Agentic Design & Development (Google Antigravity, Cursor, GitHub Copilot, Claude, MCP), Design Systems Architecture (Supernova, Figma, Token Studio), Prototype Workflow (Google Antigravity, Webflow, Figma Make, Xcode)