

TODD OMOTANI

OBJECTIVE

Experienced design leader with a strong track record in software product innovation across consumer tech, mixed reality, and mobility. Over the past 20+ years, I've built and led high-performing teams that deliver elegant, human-centered solutions across platforms and devices. At Meta, Microsoft, and Fisker, I've driven design strategy and execution for complex, 0 to 1 product experiences—from spatial computing interfaces to app ecosystems and digital services. I bring deep expertise in end-to-end product thinking, cross-functional collaboration, and raising the craft quality bar to deliver meaningful, scalable impact.

EXPERIENCE

META - Reality Labs
2024 – 2025
New York City, NY

Product Design Manager

- Led and mentored a team of Product Designers and Design Prototypers focused on 0 to 1 development across Meta's wearables portfolio, from display-less AI glasses to AR / MR headsets.
- Defined and implemented product design vision and strategy, aligning with long-term platform goals and emerging tech.
- Fostered a culture of collaborative design excellence, driving high standards of craft, consistency, and innovation.
- Owned experience design for games + entertainment, and led collaborations with teams across the Meta family of apps including Instagram, WhatsApp, and Facebook.
- Directed cross-functional collaboration with Engineering, Research, and Product Management to align on priorities and execute at speed and scale.
- Championed prototyping as a tool for ideation, alignment, and rapid iteration, bridging software, hardware, and research.
- Facilitated weekly design critiques, workshops, and daily working sessions to guide execution, strengthen team cohesion, and support individual growth.
- Delivered regular presentations and design reviews for executive stakeholders, ensuring alignment, visibility, and buy-in across the organization.

FIKSER INC
2020 – 2024
Manhattan Beach, CA

Senior Vice President of User Experience

- Executive leader responsible for the end-to-end user experience of the Fisker Ocean - covering in-vehicle infotainment, app + web UX, physical-digital brand integration, and creative content.
- Defined and implemented UX vision across platforms, from strategy and planning through production and post-launch
- Led a global, multi-disciplinary design organization of 50+, including Product Design, UX Research, Visual + Interaction Design, 3D Motion, and Audio Design.
- Spearheaded the design and invention of the "Revolve" rotating center display, securing 3 design patents and setting the tone for the Ocean's interior interaction paradigm.
- Embedded human-centered design deeply into vehicle development, partnering with engineering, marketing, and executive stakeholders to align user needs with business goals.
- Champion of user research as a foundation for innovation—leveraging insights to guide feature prioritization and drive emotional connection with users.
- Built and nurtured a culture of creative excellence, experimentation, and cross-functional trust that became a model across the organization.

MICROSOFT
2018 – 2020
Redmond, WA

Principal Design Director (Microsoft HoloLens and Windows Holographic)

- Led user experience design and UX system vision for the IVAS program, culminating in a \$1.75B contract with the U.S. Army.
- Designed and launched mixed reality experiences using a "Soldier Centered Design" approach that passed key milestones and multiple congressional reviews.
- Incubated collaborative spatial computing experiences including Microsoft Mesh.
- Directed metaverse initiatives for HoloLens using the Havok 3D engine.
- Managed and mentored an inclusive, high-performance design team.
- Recognized twice as an Elite Manager; primary inventor of 10 design patents

ADDITIONAL EXPERIENCE

MICROSOFT
2016 – 2018
Redmond, WA

● Principal Creative Director (Microsoft Groove + Microsoft Movies & TV)

- Led product vision, strategy, and partnerships for streaming music and video apps with 170M+ MAU across all platforms.
- Revamped music and video UX using data-driven human-centered design methods.
- Developed new experiences including recommendation engines, media fingerprinting, and block chain-based attribution.
- Refreshed Groove UI, contributing to the Fluent Design system across Windows apps.
- Drove KPI improvements across retention and engagement, converting MAU to WAU and DAU.

MICROSOFT
2011 – 2016
Redmond, WA

● Experience Design Director (Microsoft HoloLens Experiences)

- Led the design and incubation of groundbreaking mixed reality experiences.
- Directed "OnSight" with NASA JPL, enabling remote science collaboration on Mars; won NASA Software of the Year.
- Created the Halo 5 HoloLens E3 demo—recipient of 46 industry awards and Display Booth of the Year.
- Delivered agile end-to-end product development in close partnership with engineering and PM.

ELECTRONIC ARTS
2003 – 2011
Vancouver, BC
Chicago, IL
Singapore, SG

● Lead Interface Designer

- Award winning UI Lead for AAA franchises including Need For Speed, FIFA, NBA Live, and EA Sports brand.
- Shipped numerous global titles with responsibilities from early concept to final asset delivery.
- Managed UI teams and localization pipelines across multiple regions.

SKILLS

- **User Experience Design:** Strong advocate and practitioner of the Human-Centered Design Process, focusing on creating intuitive and user-friendly interfaces.
- **Design & Development Tools:** Skilled in Adobe Creative Suite, Figma, Cinema 4D, and real-time 3D development with Unity3D.
- **Leadership & Team Building:** Demonstrated ability to lead and develop diverse goal-based teams, fostering innovation and creativity.
- **Branding & Creative Content:** Proficient in advertising and marketing strategies, including photo shoots, film and video production, motion graphics, music production, and licensing.
- **Strategic Planning & Collaboration:** Experienced in aligning creative vision with business objectives and effective cross-functional team collaboration.
- **Innovation & Research:** Committed to leveraging user research in driving design decisions and innovation.

AWARDS & RECOGNITION

- **Reddot Design Winner 2023** Car Design: Fisker Ocean
- **NASA 2018** Software Best Augmented or Mixed Reality Experience: OnSight
- **Unity Awards 2017** Best Augmented or Mixed Reality Experience: OnSight
- **Best of E3 2015 Awards** 46 different awards: For Halo 5: Guardians E3 HoloLens Experience
- **Display Booth of the Year Award 2015:** Halo 5: Guardians E3 HoloLens Experience

EDUCATION

EMILY CARR UNIVERSITY
Bachelor of Design (Communication Design)
1997 – 2001
Vancouver, BC

ALBERTA COLLEGE OF ART AND DESIGN
Painting / Printmaking
1994 – 1997
Calgary, AB