

KONSTANTIN ORLOV

PRODUCT DESIGN LEADER — STRATEGY, PLATFORMS & NARRATIVE SYSTEMS

Turning product complexity into scalable platforms and clear, compelling direction.

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SUMMARY

Product design leader with a track record of shaping 0→1 platforms and scaling high-impact ecosystems at eBay, Meta, and Twilio.

Specializes in transforming fragmented product landscapes into clear platform strategies, aligning executive stakeholders, and translating complexity into clear direction that drives adoption, trust, and business momentum.

Operates at the intersection of product strategy, systems design, and storytelling, bringing a founder-operator perspective to building solutions that work in both digital and real-world environments.

CORE IMPACT

- Designed, launched, and scaled eBay Ads from \$0 to \$2.3B in revenue
- Improved advertiser engagement and conversion efficiency at Meta through recommendation-driven decision systems
- Defined and elevated Identity & Trust as a strategic platform direction at Twilio
- Increased eBay C2C listing completion by ~16% through streamlined listing experience
- Designed the first unified seller management platform for eBay B2C merchants

PROFESSIONAL EXPERIENCE

Twilio | Principal Product Designer, *Executive Strategy & Platform Narrative* 2025–2026

Key takeaway: Defined and elevated Identity & Trust as a strategic platform direction at Twilio, aligning fragmented initiatives into a unified narrative that shaped 2026–2027 company priorities.

- Transformed fragmented product and infrastructure initiatives into a cohesive, AI-powered platform strategy centered on Identity, Trust, and Customer Memory
- Identified Identity, Trust, and AI-driven fraud prevention as key strategic entry points into high-value adjacent markets
- Shaped platform direction leveraging agentic AI across communication primitives (Voice, SMS, Email, and RCS), enabling intelligent, context-aware customer interactions
- Served as part of the executive leadership team shaping company-wide product narrative and strategic focus
- Aligned Sr. Director+ product leaders around a unified roadmap and investment direction
- Led narrative and design for flagship events (Signal, ExecConnect), translating complex systems into clear, compelling stories

Meta | Principal Product Designer, *Meta Incentives (0→1 Initiative)* 2022–2023

Key takeaway: Designed a 0→1 Ads + Rewards system connecting ad spend to user loyalty—while introducing intelligent “next best actions” that improved advertiser decision-making and performance.

- Led design for the Meta Rewards initiative, connecting ad engagement → purchase → reward accumulation to drive repeat user behavior and advertiser ROI
- Defined end-to-end experience across Ads Manager and consumer surfaces, introducing a closed-loop system for acquisition, conversion, and retention
- Designed a “next best actions” framework that reduced advertiser data fatigue and surfaced clear, actionable recommendations across campaign variables
- Contributed to measurable improvements in engagement and conversion efficiency through recommendation-driven workflows

- Led Product Design team of 8 across a 0→1 initiative, aligning product, data science, and incentives teams
- Established scalable UX patterns for recommendation-driven advertiser workflows

eBay | Principal Product Designer, Design Manager, *eBay Advertising*

2017–2022

Key takeaway: Designed and scaled eBay's advertising platform from \$0 to \$2.3B, later evolving it toward ML-driven campaign optimization and automation.

- Led end-to-end design of the Ads platform enabling multi-billion-dollar growth
- Built scalable self-service tools used by 18 million sellers globally
- Managed, mentored, and developed a team of 16 product designers across multiple Ads product tracks
- Defined UX architecture connecting campaign creation, reporting, and optimization
- Developed reusable component system reducing development costs by ~40%
- Pioneered the shift toward ML-driven campaign optimization, introducing automation and recommendation systems to improve advertiser performance and reduce manual overhead

eBay | Lead Product Designer, *Consumer Selling Experience*

2012–2017

Key takeaway: Redesigned listing experience, increasing completion rates by ~16%.

- Led UX for C2C and B2C selling across web and native apps
- Designed streamlined listing flows improving efficiency and conversion
- Led design for eBay Valet, eBay Now, eBay Light, and multiple other innovation pilots

eBay | Product Designer, *B2C Seller Tools*

2011–2012

Key takeaway: Designed first unified seller management platform for B2C merchants

ENTREPRENEURIAL EXPERIENCE

Oseyo | Founder, *Product & Business Strategy*

2025–Present

Key takeaway: Built a modular, system-driven business by applying product design and systems thinking to real-world operations.

- Built pricing, COGS, and demand models using ChatGPT & Perplexity (LLMs), Google Sheets automation, and Python scripting to optimize margins (~45–60%)
- Used Cursor (AI-assisted coding) and LLMs to prototype website IA, ordering flows, and lightweight marketing tools, accelerating iteration and reducing engineering dependency
- Led end-to-end execution across brand, operations, supply chain, and growth—establishing a scalable foundation for retail expansion

SKILLS

Product Strategy | Platform Design | UX/UI | Design Systems | 0→1 Product Development

AI/ML-Driven Product Systems | Data-Driven Design | Identity & Fraud Systems

Cross-Functional Leadership | Executive Communication | Storytelling | Experimentation & A/B Testing | Monetization Systems

EDUCATION

Boston Architectural College — Bachelor of Architecture

UC Santa Cruz — Web Design

U.S. PATENTS

9,589,535 | 62/312,032 | 62/322,975 | P1363US1 | P1539US1