ERIC TOMLINSON

Product Design Leadership | Design Systems | AI-Powered UX Strategy

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EXECUTIVE SUMMARY

Senior Product Design Leader with 15+ years driving digital transformation through human-centered design. Proven track record building and scaling distributed UX teams (10+ members) across North America, Latin America, and Europe—delivering US-market quality with nearshore efficiency. Expert in cross-functional leadership, design operations, and AI-powered UX methodologies. Successfully launched products serving millions of users, generating 200K+ monthly transactions and 3.5M+ sessions, while establishing design systems that reduce development time by 20%+.

Core Competencies: UX/UI • Design Strategy • Team Leadership • Design Operations (DesignOps) • Design Systems • Product Vision • Cross-functional Collaboration • User Research • Data-Driven Design • Agile/Lean Methodology • Stakeholder Management • Nearshore/Remote Operations • Cross-Cultural Collaboration • Global Team Scaling

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PROFESSIONAL EXPERIENCE

CHIEF PRODUCT DESIGNER - FRACTIONAL | Estate Guru | Aug 2022 - May 2025

Product Strategy • Legacy System Redesign • User Research

• **Transformed legacy fintech product** serving advisors, institutions, and attorneys, achieving 35% improvement in task completion rates and 50% reduction in user errors through comprehensive UX audit and redesign

• **Led user research initiatives** including stakeholder interviews, remote prototype testing, and behavioral surveys, directly informing product roadmap and reducing customer support tickets by 40%

• **Facilitated C-level strategy sessions** with CEO, product managers, and engineering teams to align business objectives with user needs, resulting in improved product-market fit and identification of 3 new revenue opportunities

• **Developed comprehensive design system** and QA processes, reducing design-to-development handoff time by 30% and establishing scalable design standards across complex estate planning workflows

HEAD OF UX DESIGN | Flowbird Group (acquired by Arrive.com) | Oct 2022 - Apr 2025

Team Leadership • Design Operations • Multi-Product Portfolio

• **Built and scaled 10-member UX team** across mobile, SaaS dashboard, and terminal products, implementing structured hiring process and establishing clear ownership models that improved team productivity by 45%+

• **Elevated organizational UX maturity** by introducing design thinking methodologies and iterative processes, resulting in faster cross-functional collaboration and improved quarterly milestone achievement

• **Managed complex product portfolio** including core mobile apps, SaaS dashboards, 10+ white-label applications, and on-street terminals, standardizing processes that accelerated time-to-market by 25%+

• **Launched major city implementations:** Detroit app (4.5 App Store rating, 200K+ monthly transactions), NYC app (4.8 rating, 3.5M parking sessions/month, 850K MAU), and others

• **Mentored team on advanced UX practices** including design systems, Agile methodologies, and AI-driven design tools, achieving 95% team retention rate during organizational transition

• **Successfully managed merger transition** into arrive.com, ensuring seamless integration of processes and maintaining product quality standards across all platforms

HEAD OF DESIGN | KIRU | Jun 2020 - Jul 2022

Startup Growth • Team Building • Design Systems

• **Early-stage design leadership** (first 10 employees) for payroll startup in LATAM, designing and launching product that scaled from 0 to 9,000+ users and 400 corporate clients within 24 months

• **Established international UX team** spanning USA, Colombia, and Poland, creating standardized processes across time zones and cultures that supported 300% company growth while maintaining US-market quality standards

• **Developed scalable UI design system** and client feedback framework, enabling consistent user experiences across rapid product iterations

• **Fostered user-centered design culture** through mentorship and collaborative processes, resulting in measurable product enhancements and improved team satisfaction scores

PRODUCT DESIGN LEAD | PayPal | Nov 2016 - Jun 2020

Fintech Innovation • Cross-Platform Design • Compliance Strategy

• **Led design strategy for payment innovations** including virtual credit cards and physical debit card products, creating cohesive experiences across web and mobile platforms serving millions of users

• **Unified debit card management features** across product ecosystem, simplifying user workflows and increasing feature adoption by 40%

• **Optimized global web navigation** and transaction systems, improving usability metrics and customer satisfaction scores across international markets

• **Directed cross-functional design workshops** to establish "north star" product vision, mentored junior designers, and guided strategic hiring decisions for growing design team

• **Led GDPR compliance redesign** of consumer app framework and information architecture, ensuring regulatory compliance while maintaining user experience quality

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EDUCATION

Georgia State University | Master's Program (Coursework Completed) | Bachelor's Degree

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TECHNICAL PROFICIENCIES

Design Tools: Figma, Sketch, Adobe Creative Suite, Principle, InVision, Miro, FigJam
Research & Testing: UserTesting, Hotjar, Google Analytics, A/B Testing Platforms
Collaboration: Slack, Notion, Asana, Jira, Confluence
Development: HTML/CSS, Design Systems, Component Libraries
AI/Emerging Tech: AI-powered UX tools, Design automation, Prompt engineering

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KEY ACHIEVEMENTS

• **Built and led UX teams** ranging from 3-10 members across multiple organizations and countries

• **Launched products serving millions of users** with measurable business impact

• **Established design systems** reducing development time and improving consistency

• **Managed complex product portfolios** including mobile apps, SaaS platforms, and physical interfaces

• **Successfully navigated organizational transitions** including mergers and acquisitions

• **Proactively adopted and implemented emerging technologies** including AI-powered design tools, automation workflows, and design system techniques across teams and client projects