

ERIC TOMLINSON

Head of Design / Senior Product Design Leader | Design Strategy & DesignOps Transformation

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PROFESSIONAL SUMMARY

Product design leader specializing in fintech, MaaS (Mobility as a Service), and complex regulated environments. Builds scalable operations and high-performing teams while maintaining hands-on craft. Expert in navigating compliance-heavy, multi-stakeholder environments where both strategic leadership and execution capabilities are critical.

Proven across enterprise (PayPal Consumer Financial Services, 10M+ users), scale-up (Flowbird through M&A), startup (KIRU, 0→9K users), and fractional (AlterDomus, Estate Guru). Leads distributed teams (6+ countries, 95%+ retention) delivering measurable results: 45% design cycle reduction, OKRs 75%→95%, \$200K+ annual cost savings. Launched Early Wage Access products at PayPal for underbanked populations, NYC parking app (850K MAU, 3.5M sessions/month), fintech platform improving advisor efficiency 35%, enterprise fund platform (150+ funds, \$150M to \$20B AUM). Full-time or fractional.

CORE COMPETENCIES

UX/UI Leadership • Design Strategy • Design Operations (DesignOps) • Design Systems • Team Building & Scaling • Product Strategy • User Research • Cross-Functional Collaboration • Stakeholder Management • Data-Driven Design • Agile/Lean • Mobile App Design (iOS/Android) • SaaS Product Design • Fintech & Enterprise UX • MaaS (Mobility as a Service) • Financial Wellness • Regulated Environment Design • Remote & Nearshore Team Management • AI-Powered UX • Fractional Design Leadership

PROFESSIONAL EXPERIENCE

Head of UX Design | Flowbird Group (acquired by Arrive.com)

Austin, TX · Remote | Oct 2022 – May 2025

Hired to professionalize and scale product design across a global MaaS (Mobility as a Service) platform serving 6,000+ cities in 80+ countries.

- **Transformed immature design organization into high-performing team:** Conducted comprehensive DesignOps audit (15 stakeholder interviews), diagnosed broken processes and unclear ownership, restructured team by platform vertical (mobile, SaaS, terminals), implemented professional governance (scrum/sprint, Figma standards, design systems), and established accountability frameworks (bi-weekly reviews, quarterly presentations). *Results:* design cycle time reduced 45% (4 weeks → 2.2 weeks), time-to-market accelerated 25%, OKRs improved from 75% → 95%.
- **Built and led 10-person distributed design organization** (France, Poland, Switzerland, India, UK, USA) spanning mobile (iOS/Android), web SaaS dashboards, and physical terminals. Hired strategically by platform vertical to create clear ownership and expertise.
- **Led design across 5 integrated platforms:** SaaS Hub dashboard (AI reporting, city operations, terminal supervision); Core mobile app (EV charging, CarPlay, widgets, payments, parking); 10+ white-label apps including NYC (850K MAU, 4.8★, 3.5M sessions/month), Detroit (4.6★, 200K+), Chicago, Maui; Transportation terminals (accessibility, ADA); Design systems (component libraries for web/mobile/white-label/terminals).
- **Led team through Flowbird → Arrive.com acquisition**, retaining 95% of designers (9/10) through 18-month M&A integration—well above ~65% industry average.
- Promoted 1 designer to Design Lead; 8 of 10 designers advanced skill levels during tenure.

Founder & Fractional Design Leader | A Stronger Idea Design (Independent Consulting Studio)

Austin, TX · Remote | Jun 2020 – Present

Senior product design leadership and execution for startups, scale-ups, and agency partners across fintech, enterprise SaaS, and platform products. Selected client engagements:

Euvic: for AlterDomus (CapAssure, enterprise fund administration platform)

Jan 2023 – Feb 2025 · Fractional Head of Design, ~6–8 hrs/week

- **Provided fractional UX leadership** for CapAssure—a mission-critical enterprise financial platform used by AlterDomus, a global fund administrator. Platform onboarded 150+ funds with AUM ranging from \$150M to \$20B across complex financial workflows.
- **Operated as player-coach:** Oversaw mid-level designer's output while personally designing high-complexity financial workflows for expert users. Led client presentations and drove end-to-end design strategy in highly regulated, compliance-heavy environment requiring careful balance of usability improvements against established financial workflows.
- **Delivered 45% improvement in user satisfaction and 25% reduction in time on task** through redesigned navigation, standardized interaction patterns, optimized data-dense tables, and improved visual hierarchy for expert financial users.
- **Established scalable design foundations** — consistent patterns, component standards, and cross-team UX governance — enabling platform to support future growth without disrupting compliance or operational processes.

Estate Guru (Fintech, estate planning platform)

Aug 2022 – Apr 2025 · Fractional Lead Product Designer

- **Operated as fractional lead product designer (hands-on + strategic)** for fintech platform managing 1.2M+ documents in the \$124T generational wealth transfer market. Improved task completion by 35% (enabling advisors to serve more clients) and reduced user errors by 50% through comprehensive UX audit and phased redesign.
- **Led user research program** (15+ stakeholder interviews, remote prototype testing, behavioral surveys) that directly informed product roadmap and identified new revenue opportunities.
- **Partnered with CEO, CPO, and engineering leads** on product strategy sessions—aligning business objectives with user needs, resulting in measurable improvements to product-market fit and customer satisfaction.
- **Built scalable Figma design system from scratch** (component libraries, design tokens, Confluence documentation), reducing design-to-dev handoff time by 40%.

Head of Design | KIRU

Remote · USA / Colombia / Poland | Jun 2020 – Jul 2022

- **Joined as first design hire (employee #7)** to establish design function from zero. Built product and design organization that scaled to 9,000+ users and 400 corporate clients within 24 months, contributing to 300% company growth.
- **Achieved NPS of 80 and CSAT of 83%** within 24 months of launch—world-class scores comparable to best-in-class global consumer apps.
- **Established international UX team** across USA, Colombia, and Poland—standardized async processes, design critiques, and quality frameworks across 3 time zones while maintaining US-market output.
- **Built Figma design system with 200+ components**, design tokens, and full documentation—enabling consistent UX across rapid product iterations and improving onboarding completion by 20% while reducing support tickets by 15%.

Product Design Lead | PayPal

San Jose, CA | Nov 2016 – Jun 2020

Led product design across major consumer platform initiatives serving 10M+ active users globally across web, iOS, and Android. Operated in two distinct areas: Core Consumer Product (platform modernization) and Consumer Financial Services (financial inclusion for underbanked populations).

Core Consumer Product - Post-eBay Platform Modernization:

Led design transformation following PayPal's separation from eBay, modernizing legacy systems and establishing cross-platform design standards. Restructured team from platform-specific ownership (iOS/Android/web) to cross-platform feature ownership.

- **Key initiatives:** Global navigation redesign, Settings architecture overhaul, transaction activity, multi-currency management, negative balance UX, FinCEN CIP compliance, GDPR redesign, pattern libraries (modals, tooltips, search, help).
- **Diagnosed critical Settings architecture issue** where landing page captured 75% of traffic but contained only 25% of features, driving avoidable CS volume. Redesign redistributed navigation and simplified access globally.

Consumer Financial Services (CFS) - Financial Inclusion for Underbanked:

Contributed to PayPal's mission to "democratize financial services" for 2B+ underbanked users globally lacking traditional banking access. Designed products enabling customers to earn income, manage money, pay bills, and save for emergencies.

- **Key products:** Unified Card Servicing, PayPal Cash Card (debit for underbanked), Virtual Card, Direct Deposit, Early Wage Access (Paychex/PayActiv—alternative to payday lending), wallet, spend control, Goals, Bill Pay, mobile check capture.

Impact across both areas:

- 40% increase in feature adoption through Unified Card System redesign
- 20% reduction in customer service calls for card loss/replacement, saving an estimated \$200K+ annually based on industry-standard support costs
- 95% user acceptance rate for GDPR compliance redesign (EU markets)
- Grew design team from 8 to 15; mentored 3 junior designers, all promoted within 18 months

Design Director | Moxie Interactive (Publicis Groupe)

New York, NY | Apr 2011 – Jul 2014

Directed UX/UI design strategy and client presentations for major global accounts at Publicis Groupe digital agency—Verizon, L'Oréal Paris, Google/YouTube, BBC America, Maybelline, Garnier. Led design for YouTube's first-ever livestream of Maybelline at NYC Fashion Week. Designed and relaunched BBC America's North American website and built interactive personalized experiences (Garnier Stylefinder, Color Connection) for beauty/fashion audiences.

TECHNICAL SKILLS & TOOLS

Design & Prototyping: Figma, Sketch, Adobe Creative Suite, InVision, Relume

Core Capabilities: A/B Testing, Usability Testing, Heuristic Evaluation, Design Systems Architecture, Component Libraries, Design Tokens, HTML/CSS, WCAG Accessibility, GDPR Compliance, Jira, Slack, FigJam, Agile/Scrum

AI & Emerging: AI-powered UX tools, Prompt engineering, ChatGPT/Claude, Webflow, Cursor

EDUCATION

Georgia State University | Bachelor of Arts

Graduate Coursework Completed (Master's Program) Computer Information Systems

THOUGHT LEADERSHIP & PUBLISHING

Original perspectives published at erictomlinson.com/perspectives:

- **AI in Product Design:** Where It Helps, Where It Breaks, and What Mature Teams Do Differently
- **Why Distributed Teams** Expose Weak Leadership Faster
- **UX Accessibility Isn't Optional Anymore:** It's a Business and Legal Requirement