

# Carl Thomas

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## SUMMARY

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Strategic product design leader with **13+ years of experience** translating complex systems into intuitive, high-impact solutions. I've led teams at Postman, Kong, and Neon to unlock ARR growth, scale design systems, and drive product-led strategies. A builder at heart, I operate at the intersection of craft, leadership, and impact—mentoring teams, aligning cross-functional partners, and delivering experiences that move the needle for both users and the business.

## EXPERIENCE

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### Head of Design

Neon.Tech

July 2024 - May 2025

- Drove **200%+ ARR growth** by designing developer-centric experiences that improved activation, streamlined onboarding, and boosted long-term adoption.
- Improved **time-to-market by 35%** by implementing a scalable, user-centered design system—enhancing collaboration across product and engineering.
- Built and managed a high-performing team, fostering a culture of autonomy, craft, and continuous improvement—resulting in increased output and product innovation.
- Integrated AI tools (Devin AI, V0, Lovable, Cursor) to empower designers with code-level autonomy—cutting UX friction by **45%** and accelerating release cycles through rapid, high-fidelity iteration.
- Defined and led the product-brand strategy that positioned Neon as a premium, developer-first platform—designing viral loops and collaborative workflows that drove a **1.5x** increase in workspace sharing and organic adoption.

### Senior Staff Product Designer, Growth

Kong, Inc

February 2024 - July 2024

- Led design strategy for Kong's self-serve motion within the Konnect platform, unlocking scalable product-led growth and accelerating developer acquisition.
- Established and scaled the Growth Design function, launching streamlined workflows and success metrics that boosted design velocity by **40%** and expanded design's strategic influence across the company.
- Increased trial upgrades by **17%** by delivering a clear, consistent, and user-focused upgrade experience—also reducing trial-related support requests by **40%**.
- Improved new user activation by **15%** by designing a scalable, user-centered onboarding flow that simplified technical complexity and reduced drop-off at key conversion points.

### Design Manager, Growth

Postman

January 2022 - January 2024

- Promoted from Lead Designer (January 2022 – June 2022).
- Led a growth-focused design team (70% coach, 30% hands-on), mentoring and scaling talent while modeling strategic design execution.
- Built foundational growth design team, introducing repeatable processes, success metrics, and rituals that scaled design impact org-wide.
- Propelled Postman to **\$100M+ ARR** by leading product-led growth initiatives across developer onboarding and collaboration experiences.
- Spearheaded AI-integrated UX strategies, improving activation and retention through smarter, more adaptive workflows.
- Partnered cross-functionally to launch data-driven experiments that improved user engagement and accelerated product velocity.

## Senior Product Designer - Enterprise Products

Meta

September 2021 - January 2022

- Led design for internal ML and automation tools, improving efficiency and reducing task completion time by an estimated **30%**.
- Set a long-term design vision and strategic roadmap, aligning product, design, and engineering around a unified direction and shared priorities.
- Established data-driven success metrics across teams, creating clarity around impact, guiding prioritization, and enabling measurable progress org-wide.
- Partnered with ML teams to create success metrics that ensured measurable impact on productivity.
- Led LLM integration into enterprise tools—designing AI-powered workflows that boosted user efficiency by **25%**.

## Lead Growth Designer - Facebook Marketplace

Meta

April 2020 - September 2021

- Drove a **20%+ lift in engagement** through high-impact design experiments across buyer and seller journeys, contributing to revenue growth.
- Aligned cross-functional partners around a monetization-focused design strategy and roadmap.
- Scaled inclusive product thinking by teaching internal courses on **Growth Design** and **Inclusive Product Development**, reaching 50+ PMs, engineers, and designers.
- Fostered a culture of empathy and accessibility, helping teams translate qualitative and quantitative insights into product decisions that served global, underrepresented users.

## Interaction Designer II - Android Studio

Google

June 2018 - April 2020

- Shipped developer tools (GAPID, GAPIS, GPU Inspector) that improved video game app launch times and performances by **15%**.
- Launched Resource Manager, reducing developer asset upload time by **50%** and improving app creation workflows.
- Built a shared design system in Sketch and Figma, improving delivery speed by **30%** and streamlining cross-team collaboration.

## Designer II - Data Group Customer Experience

Microsoft

July 2014 - June 2018

- Initially joined the company as a Contract Designer before transitioning to full-time in March 2015.
- Led UX and visual design for Azure SQL, driving innovation and delivering a best-in-class user experience.
- Crafted comprehensive UI solutions for Azure cloud interfaces, enhancing user interaction and comprehension.
- Created a scalable design system and documentation framework, boosting design-to-dev efficiency by **40%** and enabling consistent delivery across designers and teams.

## SKILLS

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Generative AI & LLM Integration • AI-Driven Product Innovation • Growth & Monetization Strategy • Product Strategy & Vision • B2B & SaaS Platform Design • Design Systems & Ops • Design Leadership & Mentorship • Workflow Optimization • Problem Solving • Data-Driven Design