Carl Thomas

Principal Product Designer

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SUMMARY

Design leader with 13+ years of experience scaling design teams and driving growth for developer platforms. I specialize in merging product-led growth (PLG) strategies with AI-integrated workflows to create intuitive, high-impact user experiences. Proven track record of delivering measurable business results, including 200%+ ARR growth.

EXPERIENCE

Head of Design

Neon

📅 07/2024 - 05/2025   📍 Remote

- Drove **200%+ ARR growth** by leading the design strategy for developer-first experiences that improved activation and long-term adoption
- **Scaled design team velocity and impact by 75%** by establishing a scalable, user-centered design system that improved cross-functional collaboration
- Recruited and led a high-performing design team, fostering a culture of autonomy and craft excellence that **reduced UX friction by 45%**
- Pioneered the integration of AI tools (e.g., Devin, VO) to give designers code-level autonomy, accelerating the product development lifecycle

Senior Staff Product Designer

Kong

📅 2024 - 02/2024   📍 Remote

- Unlocked a Product-Led Growth (PLG) motion by owning the design strategy for Kong Konnect's self-serve experience, which accelerated developer acquisition
- Founded and scaled the Growth Design function from zero, implementing the systems and success metrics that elevated design's strategic influence across the company
- Delivered a **17% increase in trial-to-paid conversion** and a **40% reduction in support tickets** by leading the end-to-end redesign of the core monetization flow
- Improved user activation by 15% through a data-driven redesign of the onboarding journey to align with developer mental models

Design Manager

Postman

📅 01/2022 - 01/2024   📍 Remote

- Led a high-performing growth design team (**70% coach / 30% IC**), mentoring talent and driving strategic thinking and cross-functional influence
- Drove product-led growth initiatives across onboarding and collaboration, helping propel Postman past **$100M+ ARR**
- Spearheaded AI-integrated UX strategies to boost activation and retention through adaptive, intelligent workflows

Senior Product Designer

Meta

📅 04/2020 - 01/2022   📍 Austin, TX

- Delivered a **20%+ lift in engagement** by leading high-impact design experiments across buyer and seller flows, directly contributing to revenue growth
- Led design for enterprise automation tools, **reducing task completion time by 30%**
- Designed and shipped AI-powered workflows using LLMs, **increasing internal user efficiency by 25%**

EXPERIENCE

Interaction Designer II

Google

📅 06/2018 - 04/2020   📍 Kirkland, WA

- Shipped GPU debugging and performance tools that helped Android developers **improve app launch times by 15%**
- Led the 0-to-1 design for Resource Manager, a centralized asset orchestration tool, **cutting developer asset upload time by 50%**
- Introduced and scaled a shared design system across Android Studio, **improving design-to-dev velocity by 30%**

Designer II

Microsoft

📅 07/2014 - 06/2018   📍 Redmond, WA

- Drove 0-1 UX design for Azure SQL Data Warehouse and Elastic Database Pools, bringing key Azure data products from concept to launch
- Founded and scaled a cross-team design system and documentation framework, **increasing design-to-dev efficiency by 40%**
- Converted from contractor to full-time hire based on high-impact delivery and design leadership

Front End Web Developer

📅 03/2014 - 07/2014   📍 Seattle, WA

- Contract work with T-Mobile, Rational Interaction, and OneAccord Digital

Software Developer

Tag Creative

📅 04/2013 - 01/2014   📍 Seattle, WA

UX Developer

Microsoft

📅 03/2012 - 03/2013   📍 Redmond, WA

PUBLICATIONS

Understanding Growth Design

Author • Medium

🔗 https://medium.com/@carlthomasiv/understanding-growth-design-5663b93a596c

Designers Who Code: Can AI End Your Papercut Backlog?

Co-Author • Neon.tech

🔗 https://neon.com/blog/designers-who-code

CERTIFICATIONS

2x Top 50 Mentor

ADPList (Dec 2024, Mar 2025)

UX for AI: Design Practices for AI Developers

Linkedin (Oct 2023)

UX for AI: Design Practices for AI Developers

Linkedin (Oct 2023)

Rest APIs with Flask and Python

Udemy (Aug 2023)

SKILLS

Generative AI Product Strategy, Human-AI Interaction Design (HCI), Design Leadership & Org Scaling, Product Strategy & Vision, Growth & Monetization (PLG), Data-Driven Strategy & Experimentation, Design Operations, Design Systems & Architecture at Scale, Enterprise & Platform Designer, B2B/SaaS, Developer Tooling, Infrastructure UX