



# Tony Phillips

Product Design Leader & Executive

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Locations: Remote in VA or Remote/Hybrid roles in CO, WA, OR, CA. Open to relocation.

## Summary

Design executive with **22+ years of experience** leading product design organizations at the intersection of **AI, SaaS, and enterprise technology**. Built three high-performing design organizations from the ground up, **growing teams from 0 to 7+**, establishing research and design ops practices, and shipping products that have driven measurable revenue growth. Known for translating complex product challenges into clear design strategy using refined **discovery-to-delivery research processes**, **advancing human-centered AI practices**, and **building the cultures** that make great design possible.

## Selected Achievements

- Shipped two flagship products at Ozmo, **Conversational AI Assistant (400% more tech support answers delivered)** and **Remote Video Support (300% agent engagement lift)**, contributing to **\$14.7M ARR** and opening **net-new revenue verticals**.
- Recognized for scaling design organizations from **0 to 7+** at three separate companies, building **research, design ops, and AI-focused capabilities** from scratch each time, with cross-functional partnerships embedded at every level.
- Introduced a **discovery-to-delivery research practice** at Ozmo that produced **15+ strategic discovery studies**, directly informing **20+ shipped features** and **reducing research cycle time by 66%**.
- Managed org budget and CX metric tracking while building an inclusive, accessibility-forward team culture, reflected in **near-zero voluntary attrition across a 5-year tenure**.

## Education

- MFA, Human-Computer Interaction** - Savannah College of Art & Design
- BFA, Graphic Design & Multimedia** - Virginia Tech

## Professional Experience

### OZMO

#### Director of Product Design - Ozmo

2020 - Present

Industry Focus: SaaS, Enterprise Tech Support, CX, Workflow Automation

- Founded Ozmo's design org from scratch, growing from **0 to 5** and building research, design ops, and product design capabilities that delivered two flagship products: **Conversational AI Assistant (400% more tech support answers delivered)** and **Remote Video Support (300% agent engagement lift)**, contributing to **\$14.7M ARR**. Design team maintained **near-zero voluntary attrition rate**.
- Led UX research and design for API offerings across both Ozmo's agent-facing and self-serve products, including **embeddable components, product configurations, and integration experiences** that enterprise customers deployed within their own support ecosystems.
- Launched **15+ research-driven features (Remote Video, Co-browsing, Conversational AI assistant, personalized troubleshooting)** that **directly improved retention** and **unlocked new revenue streams in completely new verticals** with ongoing expansion.
- Introduced a **discovery-to-delivery research practice** so rigorous it became the company-wide standard, reducing research cycle time by **66%** and aligning product vision with customer needs across every team.
- Sought out by Product, Engineering, and Customer Success leadership to embed design strategy into executive roadmap planning, contributing to year-over-year revenue growth and shaping company-wide innovation priorities.



## Product Design Manager - *Block.one* (now *Bullish*)

2018 - 2020

Industry Focus: Blockchain, Fintech, Native iOS & Android, Social Media, Startup

- Led UX across three simultaneous product lines, **Voice** (consumer social platform, native iOS & Android), **Bullish** (crypto exchange, native iOS & Android), and Wallet apps, while **managing a team scaling to 7** during hypergrowth to 400+ employees.
- Credited with building the design system that held the product suite together, a coded component library across all native iOS and Android products that **reduced design-to-developer cycle time**, ensured visual consistency, and established scalable foundations that outlasted the hypergrowth period.
- Directed research into **identity verification**, **content moderation**, and **in-app economies**, translating novel blockchain UX challenges into usable, trustworthy experiences at a platform scale.
- Introduced data-driven design practices and user validation testing, improving usability metrics and reducing friction in crypto onboarding flows.



## Director of Product Design - *Exadel*

2016 - 2018

Industry Focus: Enterprise, Custom Software, App Development

- Directed and scaled a **design org of 5**, folding **UX engineering into design** to boost delivery speed and cross-functional alignment.
- **Introduced product discovery and validation testing frameworks**, reducing project rework and accelerating delivery timelines by 3+ weeks per project.
- Valued by clients for **UX strategy and execution that won new contracts and drove retention**, delivering across native apps, enterprise solutions, and investor materials with an international client base.
- Spearheaded global rebrand engaging with international stakeholders, modernizing brand and digital experience for international client portfolio.



## Adjunct Professor - *Virginia Tech*

Selected semesters, 2010-Present - Taught courses in UX, HCI, Design Thinking, User Research, HTML, CSS

## Advertising & Interactive Career (Condensed)

2003 - 2016

Senior Art Direction roles at **Motive**, **Proof**, and **Modea**. Won pitches, led campaigns and interactive UX for clients including **Pepsi**, **Gatorade**, **Verizon**, **3M**, **Chiquita**, **Mtn Dew** and more, building an early foundation in digital **interaction design**, **leadership**, **storytelling**.

### Certifications, Workshops & Conferences

- **Claude Cowork for Design Leaders** - CDO Course 2026
- **Strategic UX & Design in an AI World** - Maven (Jared Spool, 2025)
- **How to Elevate the User Experience of AI with Design Patterns** - IxDF Master Class (Vitaly Friedman, 2025)
- **Conversation Design: Practical Tips for AI Design** - IxDF Master Class (Elaine Anzaldo, 2025)
- **Human-Centered Design for AI** - IxDF Master Class (Niwal Sheikh, 2025)
- **Designing for AI: New Techniques** - Rosenfeld Workshop (Dan Saffer, 2025)
- **Designing with AI 2025, Advancing Service Design 2025** - Rosenfeld Conferences 2025

### Skills & Core Competencies

- **AI & Strategy:** Conversational UX, Human-Centered AI, Generative AI, Predictive Interfaces, AI/ML, Applied AI
- **Design & Research:** UX Strategy, Native iOS & Android Design, Usability Testing, Product Discovery, Design Systems, User Research, Journey Mapping, Service Design, Service Blueprinting, Vision Stories, Prototyping, Accessibility (WCAG), Design Thinking, Agile/SCRUM, Data-Informed Design, Competitive Analysis
- **Leadership:** Design Leadership, Product Design Management, UX Management, Team Scaling, Mentorship, Cross-Functional Collaboration, Design Ops, Co-Creation, Storytelling & Stakeholder Alignment, CX Strategy, Product Strategy, Portfolio Management
- **Tools & Technology:** Figma, Figjam, Adobe CC, HTML/CSS, Generative AI Tools, Blockchain/Web3, Mural, Claude, Claude Code, Notebook LM, Chat GPT, Perplexity, Gemini
- **Industries:** SaaS, Enterprise, Tech Support, Fintech, Blockchain, Financial Services, Advertising, Customer Experience (CX)