Jeff Winter

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OVERVIEW

Product Design Leader

Hands-on product design leader with 20+ years' experience, building AI-native design practices, and leading a global 25-person design team for **US Bank** Merchant Payments Services. Previously led impactful consumer and enterprise SaaS products, conceiving and shipping the largest volume Ads Measurement product at **Meta**; leading an incubation team building 0-to-1 products for **Facebook** Groups' 1.6 billion users; and leading design of adaptable UI frameworks for **Microsoft** Search machine learning models.

- **Impact**. Conceived, designed, and shipped Facebook Attribution growing from $5.6M to $18.09M in daily measured spend in its first year, the largest volume Ads Measurement product at Meta.
- **Vision**. Led cross-org sprints and product redesigns to unify and modernize 4 disparate payment products, resulting in a 2-year roadmap across two US Bank businesses, Elavon and Talech.
- **AI-First**. Implemented AI-native workflows across a global design team: weekly sharing sessions, problem framing, ideation, competitive analyses, early-stage prototypes and POCs, and working features.
- **Craft**. Implemented structured design critiques for my design teams at US Bank and Meta, scaling to the entire 400+ designer org at US Bank, improving design craft and visibility.
- **Influence**. Aligned cross-functional leads in the Facebook Groups Incubator pillar to fund a new product team that built extensible products, shipping big bets like Group Stories and Polls.
- **Leadership**. Initiated cross-org collaboration to successfully ship Stories into Facebook Groups, facilitating design across 5 product teams, 9 designers, and 4 design managers.
- **People**. Consistently recognized by direct reports and peers for showing care while holding people to a high bar, scoring among the highest manager ratings in Meta Ads and US Bank design orgs.

EXPERIENCE

US Bank

Head of Product Design, Merchant Payment Services DEC 2022 – PRESENT | CUPERTINO, CA

Point of Sale and Payment Processing. Leading a 25-person team of product designers, content designers, and 4 managers across US, Europe, and India.

- Redesigned and unified 4 SaaS payments products (POS, processing, management, reporting) and contributed to a multi-business reorg for Talech and Elavon.
- Partnered with product leadership to establish early AI prototyping and problem framing so teams could quickly explore concepts, validate user value and solution efficacy before shipping.
- Expanded my scope to merchant lending products (US Bank Avvance) and Europe payments solutions.

Meta

Principal Product Design Manager JUL 2018 – OCT 2022 | SEATTLE, WA

Facebook Groups Incubator. Led a team of 9 staff and senior product designers in the Bay Area, Seattle, and New York exploring strategic bets and 0-**to**-1 products for Facebook Groups' 1.6 billion users, helping young adults connect with members with shared interests, like fitness challenges, music, pop culture, and niche humor.

Meta (continued)

Ads Measurement. Led a 15-person design team including 3 design managers for Family of Apps Ads Measurement (Facebook, Instagram, Commerce). Delivered ads products for A/B testing, campaign insights, attribution, and commerce insights. Org-wide design lead revising all ads products across creation, delivery, management, and measurement workflows in response to industry privacy changes.

Staff Product Designer

NOV 2015 – JUN 2018 | SEATTLE, WA

Ads Measurement. Led a cross-functional team (and two designers) in visioning a cross-publisher ad measurement platform, Facebook Attribution. Shipped and iterated product launches through alpha, beta, and GA releases, setting industry standards for ad performance. Grew from $5.6M to 18.09M in daily measured spend the first year, the largest volume of any Meta ads product.

Microsoft

Senior Design Manager

AUG 2014 – OCT 2015 | BELLEVUE, WA

Search Frameworks. Managed 7 UX designers creating end-to-end customer experiences, global components, and frameworks for Bing.com mobile, tablet, and desktop, delivering scalable UI templates for machine learning models and data-driven design hypotheses.

Senior UX Designer

APR 2009 – JUL 2014 | BELLEVUE + REDMOND, WA

Mobile Search. Created mobile UI guidelines for Microsoft search and Bing.com including Cortana, Windows Phone, iPhone, and Android, unifying and specifying typography, page grids, spacing, touch interaction, and common controls. Collaborated with engineering teams to implement common controls across platforms and devices. And designed a scalable navigation framework for mobile and tablet devices.

Microsoft Health. Lead designer for a proof-of-concept that transitioned to an organization-wide redesign of Microsoft's enterprise healthcare product, Amalga. Also led the V1 design and shipped Microsoft HealthVault Community Connect, responsible for UX leadership at all product stages.

Agencies

ShapeSpring

MAR 2008 – APR 2009 | SACRAMENTO, CA

Owner and Designer. Independent design consultancy for clients including Apple, Crispin Porter + Bogusky, Amex, Kaiser Permanente, and Diageo Wines.

Blue River

JAN 2006 – MAR 2008 | SACRAMENTO, CA

Project Design Lead. Principal project manager and designer, leading cross-functional teams building web products for Apple, Sutter Health, and Cal Chamber of Commerce. Managed client relationships, strategy, design, resources, timelines, and budget.

EDUCATION

MSBA, Management Information Systems

California State University, Sacramento

BA, Sociology; Minor, Marketing

California State University, Chico