

Chris O'Boyle

Principal Product Design Leader | AI Platforms | Growth & Monetization

www.chrisoboyle.com • www.linkedin.com/in/chrisoboyle • chris@chrisoboyle.com

Principal Product Design Leader with 15+ years architecting high-impact digital platforms across AI, growth, and monetization. Proven record driving measurable business outcomes including 64% engagement growth, 16% DAU lift, 6% revenue acceleration, and operational efficiency gains through AI-enabled workflow systems. Expert in defining product vision under ambiguity, architecting scalable experience frameworks, and influencing cross-functional leadership to align technical capabilities with business strategy.

Impact highlights:

- Increased scroll engagement by **64%** and reduced bounce rate by **8%** across a large-scale profile redesign
- Grew daily active users by **16%** and new sign-ups by **11%** on Yahoo homepage
- Drove **57% adoption** of AI hiring assistant and contributed to **6% QoQ revenue lift**
- Generated **\$230K in new revenue** through launch of premium product tier
- Reduced customer help time by **15 minutes** and improved NPS by **12 points** through AI workflow redesign

Professional Experience

Senior Product Designer, Monetization & Growth

Meta • 2025 - Current • Contract

- Architected advertiser onboarding experience strategy across a high-revenue monetization surface, aligning product, engineering, and data science around activation and revenue KPIs
- Designed scalable funnel architecture that doubled activation from **12% to 24%** and increased onboarding start rate from **5% to 15%**
- Introduced six new monetization entry points to expand discovery and early-funnel activation
- Defined experimentation framework with product and data science partners to align UX improvements with measurable revenue KPIs

Lead Product Designer, Recruiter / Jobs

LinkedIn • 2024-2025 • Contract

- Led 0 to 1 design strategy for AI-powered hiring assistant, defining interaction models and trust systems that drove **57%** adoption

- Integrated monetization pathways into core recruiter workflows, contributing to **6%** QoQ revenue lift
- Designed and launched Promoted Plus tier, generating **\$230K** in incremental revenue
- Received LinkedIn Company Innovation Award for AI-driven product impact

Lead Product Designer

Intuit • 2023 - 2024 • Contract

- Led experience architecture for AI-assisted expert platform, achieving **88%** expert engagement
- Designed intelligent routing and assistive systems that reduced average help time by **15 minutes** and improved NPS by **12 points**
- Reduced silence and hold time by **28%** through workflow redesign
- Established reusable AI design patterns adopted across multiple expert tools

Senior Product Designer

Meta / Facebook • 2022 - 2023 • Contract

- Led profile header redesign impacting millions of users, increasing scroll engagement by **64%** and reducing bounce rate by **8%**
- Contributed to platform-wide profile standardization to improve consistency and long-term scalability
- Built reusable component systems to accelerate cross-team delivery

Principal Product Designer, Growth & Engagement

Yahoo! / Verizon Media • 2018-2021

- Owned homepage design strategy across desktop, mobile web, and native apps, serving **millions** of daily users
- Led personalization initiatives increasing DAU by **16%** and new sign-ups by **11%**
- Leveraged behavioral data and A/B testing to prioritize high-impact optimizations
- Modernized cross-platform design systems to improve scalability and performance

Senior Product Designer

Smugmug • 2015-2018 • Full time

- Led end-to-end redesign of checkout and commerce experiences, increasing conversion by **8%** and reducing cart abandonment by **7%**
- Redesigned pricing systems, increasing average order value by nearly **100%**
- Leveraged customer research and funnel analysis to identify friction points and unlock incremental revenue opportunities

- Advocated for structured usability testing and iterative optimization to continuously improve performance

Head of User Experience

Fligoo / Freshfeed • 2015 • Contract

- Directed product and UX strategy for Freshfeed mobile app, driving **32,000** installs in the first 30 days and achieving a **4.89-star** rating
- Led cross-functional team delivery, launching one month ahead of schedule and under budget
- Defined product roadmap and prioritized features based on user research and investor goals, improving engagement and retention

Senior User Experience Designer

eBay • 2013 - 2014 • Contract

- Designed high-traffic revenue-driving experiences, including Daily Deals, contributing to **23%** QoQ revenue growth
- Improved buyer and seller flows to reduce friction, strengthen trust signals, and increase early retention
- Collaborated with product and engineering leaders to deliver scalable enhancements within a complex global marketplace ecosystem

Senior Mobile UI / UX Designer

FICO • 2012 - 2013 • Contract

- Led end-to-end design of the first myFICO iOS app, translating complex credit data into clear, actionable financial insights
- Balanced usability, subscription growth goals, and regulatory constraints to drive adoption of premium credit monitoring services
- Partnered with security, business, and engineering teams to deliver a compliant, scalable mobile product in a highly regulated environment

**An additional 5 professional experiences can be provided upon request.*

Education

Bachelor of Arts: Psychology / HCI

California State University, Chico

Focus: Human-Computer Interaction,
Human Factors, Perception, Cognition

Nielsen Norman Group Master UX

Certification

Awarded October 2019

Achieved NN/g Master Certification with specialties in:
Interaction Design, UX Management, Mobile Design

Competencies and Tools

Core Competencies:

User Experience (UX) • User Interface (UI) • Human-Computer Interaction (HCI) • Interaction Design • Product Design • Strategy • Design Leadership • Product Vision • Platform Architecture • AI Interaction Models • Growth Strategy • Monetization Systems • Team building • Culture advocate • Management • Mentorship • Experimentation • Design Systems • Cross-Functional Influence • Responsive Design • Native App Design • Mobile AI • iOS • Android • GenAI • User Research • Prototyping • Wireframing • Information Architecture • Storyboarding • Branding • Graphic Design • Digital Design • Mentorship • Print • Agile Project Management • Scrum • Strategic Planning • Process Optimization • Problem Solving • Decision Making • Accessibility • HTML • CSS

Technical Proficiency:

Figma • Figjam • Figma Make • Sketch • Principle • Origami • Protopie • Cursor • Lovable • Adobe CC • Photoshop • Illustrator • Mural • Webflow • Framer • Keynote • Powerpoint • Excel • Word • Microsoft Office • Google Workspace Suite