

# Kay Hofmeester

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## Product Design Leader

Innovative design leader with 20+ years of expertise in product innovation, AI, and managing design organizations at scale. Proven success in defining design strategy and vision, building high-performing design teams, and driving cross-functional excellence with Product and Engineering. Expert in establishing scalable design systems, directly contributing to design execution, championing user-centered design principles, and delivering industry-leading consumer products at Meta, Amazon, and Microsoft that enhance user engagement while maintaining quality.

- **Strategic Vision and Executive Leadership:** Defined long-term design strategy and vision, collaborating with VP- and CEO-level executives (Bezos, Zuckerberg) to drive cross-functional excellence, align design efforts with business objectives at leading tech companies, and enhance user engagement
- **High-Performing Team Leadership:** Built, mentored, and led 12+ high-performing, multi-disciplinary design teams at scale across product design, prototyping, conversation design, and user research, establishing mature design organizations, including mentoring senior designers and managers
- **User-Centered Innovation:** Delivered industry-leading UX solutions for consumer-facing products including wearable devices, multimodal inputs (touch, voice, hands, gaze), and AI-powered technologies (Alexa, AR glasses)
- **Design Systems and Technology Development:** Filed 30+ patents and drove scalable innovation in AI (vision and activity models), voice (TTS, ASR, NLU), and AR (display and rendering) technologies, establishing design principles and frameworks for consistency across platforms
- **Thought Leadership and Design Excellence:** Presented at leading conferences (SxSW, CHI), authored influential publications, taught user-centered design principles, elevating design craft, and fostering collaborative design

## Experience

### Design Strategy Consultant, Seattle, WA 2025 – Present

- Advising startups on design strategy, AI interaction models, and team development, delivering compelling product visions and high-performing design teams
- Establishing scalable and consistent design principles and frameworks for emerging technology products

### University of Washington, Seattle, WA 2025 – Present

#### Lecturer, Product Design

- Teaching graduate-level courses on user-centered design principles, multimodal input, and emerging technologies like AI / AR, developing next-generation designers with strategic thinking capabilities
- Mentoring design students in iterative experimentation and design processes, collaborating and innovating

### Meta Reality Labs, Seattle, WA 2017 – 2024

#### Senior Product Design Manager / Platform Director

##### 2nd Generation AR Glasses

- Built and led high-performing cross-functional team to develop design strategy and AI-powered experiences, enabling product greenlighting, and delivering industry-leading product solutions
- Defined long-term strategic vision for flagship AI experiences across AR glasses platforms, shaping product roadmaps, and establishing scalable design organization

##### 1st Generation AR Glasses (Orion)

- Led strategic collaboration with executive leadership (Boz/Zuck) to define AR experiences and multimodal input models, resulting in successful release of industry-leading AR glasses prototype
- Recruited and mentored high-performing design teams of 25+ people across disciplines, establishing a scalable design organization, optimizing design processes and elevating design craft

##### RayBan Meta Glasses

- Developed end-to-end product strategy for wearable consumer device, resulting in successful product launch and market adoption

- Designed AI-powered wellness experiences through cross-functional collaboration, delivering successful strategic partnerships and user engagement

#### **Meta Reality Labs Research**

- Defined design vision and multimodal interaction language for AR glasses, resulting in critically praised input systems with EMG and eye-tracking
- Built and led design teams in research organization, establishing design presence, and driving innovation for human-computer interaction paradigms

#### **Microsoft Health, Redmond, WA**

**2015 – 2017**

##### *Principal Design Manager*

- Led product design strategy for consumer-facing wearable and health platforms, increasing user engagement 10-fold and achieving sold-out product launch
- Partnered with research and business teams to drive vision and strategic health initiatives, resulting in enterprise-level contracts with hospitals and pharmaceutical companies

#### **Amazon Alexa, Seattle, WA**

**2012 – 2015**

##### *Senior Design Manager*

- Built foundational design organization and scalable processes across product design specialties, establishing framework for large-scale design operations
- Directed design strategy for multimodal voice interaction model and customer experiences, collaborating with CEO leadership to deliver market-leading product, exceeding forecast by 6x

#### **Early Career, Amsterdam, NL / New York, NY / Seattle, WA**

##### *Senior UX Manager / Creative Director / UX Designer*

Held key design and leadership roles at Microsoft, Philips, Agency.com, and other firms. Developed expertise in strategy, experience design, and team leadership for global clients: T-Mobile, Heineken, Elsevier, and Accenture.

#### **Education**

##### *Master of Science (MS) - Industrial Design Engineering*

Delft University of Technology, The Netherlands

#### **Skills**

**Leadership and Management:** Team Building at Scale, Design Organization Development, Executive Stakeholder Communication, Management and Alignment, Cross-Functional Partnership, Resource Planning and Allocation, Team Development and Mentorship, Leadership, Adaptability, and Change Management

**Strategy and Vision:** Design Strategy and Roadmapping, Strategic Vision and Long-Term Planning, Innovation and Emerging Technology, Business Objective Alignment, Product Strategy Contribution, Innovation Leadership

**Design Systems and Quality:** Scalable Design Principles, Direct Design Contribution, Design System Development, Design Quality Standards, Consistency Across Platforms, Rapid Prototyping and Experimentation

**User-Centered Design:** User Research Integration, Data-Informed Design Decisions, Customer Journey Optimization, Usability Best Practices, User Engagement and Retention

**Collaboration and Process:** Agile Methodologies, Design Process Optimization, Workshop Facilitation, Design Operations, Iterative Design and Testing

#### **Tools**

Adobe CC, Figma, ProtoPie, Node JS, React, Blender, generative AI tools, FigJam, Miro, Mural, Jira, Confluence

#### **Selected Conference Presentations**

- World Summit AI – *The Body Is the Interface – Symbiotic AI for the Physical World*
- Strat Europe - *Probabilistic Design: AI Drives a UX Paradigm Shift*
- SxSW Interactive - *The Future of Touch and Busting the myth: Natural input requires learning*
- CHI - *Self-revealing gestures; Using metaphors for a natural UI; Presence; Sensuality in product design*