

Meta

Product Manager, Facebook Design System

Apr 2016 – Oct 2017

Responsible for the global Facebook UX library, containing designs, code and guidance to craft beautiful, simple interfaces —with measurable results.

Led UX refresh of News Feed (2B+ MAUs), resulting in a 3% increase in engagement and revenue worldwide through an incrementally-shipped and optimized UI overhaul that increased creation and conversations.

Evolved the Facebook Design System, enabling 300+ designers to build effective, consistent UXes 15% faster; continuous pattern optimization increased time spent in app 1%.

Tripadvisor

Director, Site Experience

Jun 2013 – Mar 2016

Created and led the Site Experience team, improving how travelers navigate and experience the site and apps, managing seven reports, two managers & 30+ engineers across 3 offices.

Led a refresh of high-traffic SEO pages, resulting in 6x engagement increase with key brand features through UI and UX optimizations.

Led the redesign of photo and map experiences, resulting in a 100% increase in interaction rates and an increase in revenue.

Developed and launched faceted search, resulting in a 30% increase in navigation success and a reduction in landing page bounces.

Online Buddies

Director, Product & UX

Jul 2005 – Jun 2013

Established and developed the PM practice, resulting in core product growth, successful integration of acquisitions and public health partnerships, supporting 6M+ members worldwide.

Built and led the PM, design, and research capabilities to support international expansion and product line development.

Decreased paid subscription churn by 15% by improving profile discoverability, communication channels, and notification strategies.

B.A. Computer Science (2005)

University of Rhode Island

“Pretty good with computers”

—Tim’s mom