



Uris Dacosta

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PROFILE

Results oriented product design leader with 15+ years experience successfully managing and delivering digital experiences. Hands on craftsman, mentor and thought leader, able to drive business and customer outcomes through UX.

SKILLS

Design leadership
Team building and mentorship
Communications skills
Creativity and Innovation
Design thinking and design doing
Managing and executing through the entire product development lifecycle
Orchestrating cross-discipline product design skills and teams (business, technology & design)

WORK

Personal website (WIP):

<https://www.uris.design>
password: springhasarrived
(needed to view projects)

Consulting:

Avis, Bloomberg (wealth, law, real estate, and sports), City of Boston, General Motors, HBO, IDG, Liberty Mutual, MasterCard, Pfizer, P&G, Santander, State Street Corporation, among others.

PROFESSIONAL EXPERIENCE

RingCentral Inc. | Apr 2021 - Current | SVP Design | Belmont

Responsible for product design all up: Office (personal productivity apps with phone, video & message) as well as Engage (call center). Lead the design and build out the next generation product experience and design system for MVP, across all form factors and integrations. Driver of RingCentral's new design culture and customer driven innovation approach. Leader of a multi-disciplinary global design team comprising of 80+ individuals in the areas of research, UI/UX design, design technology, content/writing and design operations. **Results:** Annualized monthly subscriptions growth 20% 2021, 39% 2022.

GoDaddy Inc. | 2018 - 2021 | VP Design | Sunnyvale

Design leader for all website and product design globally. Lead GoDaddy's overall digital re-branding efforts as well as the next generation content creation and in product experience. Lead a global team of over 90 cross functional user experience designers, visual designers, researchers, technologists and writers. Extended commerce efforts to brick and mortar (in-store experiences). **Results:** Added +1.4 million accounts in 2020, double of 2019. Commerce GMV of \$26 billion, up 21% YoY.

Proteus Digital Health | 2016 - 2018 | Head of Design | Redwood City

Leader for all design efforts at Proteus - site design, brand design, industrial design and software product design. From wearables, digital pills, packaging, through to desktop and mobile apps. Lead a passionate team of researchers, service designers, product designers, design technologists in a mission to help people take ownership of their health. **Results:** Brought the first, FDA approved, category defining, ingestible sensor combination product to market (with a focus on assisting cancer and mental health patients).

PAYPAL Inc. | 2011 - Jan 2016 | VP Design | San Jose

Responsibilities: Head of PayPal's global design team responsible for transforming the company's brand and industry leading portfolio of payments related digital products, across form factors, platforms, geographies and audiences (consumer and merchant segments). Lead a team of over 120 designers globally (UX/UI, Content, Localization, Research, Design Technology). Driver of Ebay's transformational design culture - assembling a group of world class designers, activating design thinking across "maker" teams and elevating design craftsmanship.

ISOBAR USA (Formerly Roundarch) | 2008 - 2011 | Sr. Design Director | Boston

Responsibilities: Founder of Roundarch's digital agency spoke office in Boston. Grew the company's local book of business by over \$10 million and assembled an industry leading design team focused on world class digital product design; Responsible for growing and maturing the company's broader digital practice (community, processes and tools); engaging, selling, planning, directing and executing the delivery of digital experience work across Roundarch's top clients (Bloomberg, HBO, State Street, Northern Trust among others).

KEANE (Formerly NetNumina) | 2006 - 2008 | UX Architect | Boston

Responsibilities: Hands-on leadership of a 15+ experience design team through a multi-year innovative redesign of the core web product for one of the company's largest accounts; thought leadership in reorganizing Keane's digital experience practice, evolving service offerings, organizational structures, roles, processes and deliverables; recruiting, mentoring and consolidating Keane's internal user experience and designer teams.

SOLUTIONS EXPERIENCE

Mobile: Native, web & hybrid apps across multiple form factors (phone, tablet, wearables) and platforms (iOS, Windows and Android).

Web: Adaptive-responsive rich web apps that leverage robust CMS and UI to deliver scalable B2C/B2B, commerce/marketing, etc. solutions.

Wearables: Native iOS and Android apps for wearable devices (Gear & Apple Watch)

Hardware: Hardware platforms and accessories as part of the PayPal Here ecosystem (PayPal beacon, Here merchant stand, chip and pin reader, NFC reader, magnetic swipe reader)

Multi-channel: Adaptive and responsive experience design solutions that leverage common services and backend architecture/ CMS.

SEO, Analytics, Experimentation: Optimizing experiences for SEO and leveraging analytics (A/B and multivariate testing) to deliver and optimize product design.

Key Industries: Financial services, Media, Healthcare, Auto, Government

USEIT Ltd. | 1999 - 2006 | Founder and Partner | Lisbon, Portugal

Owner and hands on CEO of a boutique digital design firm focused on user research and the creation of next generation digital experiences. Handled all aspects of strategic management - goals, new business efforts, positioning, financials, budgeting, operation. Strategist, researcher and lead designer.

DIGIDOC, Ltd. | 1997 - 1999 | Partner and Director | Lisbon, Portugal

Role: Partner at DIGIDOC Lda, a technology consulting company focused on delivering large scale web applications (sites, portals, intranets, etc.). Responsibilities: seeding, growing and directing the company's internet practice and business; Driving web related new business efforts; Creative director and design lead across all of the company's major projects.

MCCANN Digital Agency | 1995 - 1997 | Account Executive | Lisbon, Portugal

Responsibilities: Managing the Opel (GM) relationship representing \$5+mm annual budget; planning, creating and executing above-the-line (TV, radio, print, outdoors) marketing strategy for Opel; creating and refining annual media / marketing plan for Opel; assessing and reporting on the effectiveness of above-the-line campaigns as well as the overall media / marketing plan.

EDUCATION

The George Washington University | 1994

Bachelors in Business Administration, Washington DC
School of Business and Public Administration, major in International Marketing

EXPERTISE & SKILLS

Product Design: Program Management, Product Management, Industrial Design, Human Factors, Information Architecture, Interaction Design, User Research (generative and evaluative), UX Strategy, Visual Design, Content Strategy/Editorial, Front End Dev / Prototyping (hardware, native & web), Globalization and Localization.

Form factors: Wearables, mobile and desktop form factors; iOS, Android, Windows, Web platforms.

Proficient: Adobe CS, Figma, Framer, Google Suite, MS Office, Visio, Proto.io, iGitHub, Xcode, MS Visual Studio and others.

Languages: Fluent in English & Portuguese, Conversational French & Spanish.

Other: Holder of several hardware and software patents. Speaker at multiple conferences and interviews (example: <https://www.globallogic.com/innovate-series/past-conferences/past-conferencesinnovate-2015/>). Expert at generative and incremental data driven design, design thinking thought leadership and methods, overall design and people leadership, inspirational leadership and direction, communication & presentation skills (small to large audiences ranging from executive to execution level teams) among others.