Tate
Tozer

Contact
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240-481-1663

Education
University of
Maryland BA

Tools
Figma, Slack, G-
Suite, Adobe,
Sketch, Jira,
Mixpanel

Skills
University of
Maryland BA

Interests
Loves photography,
DIY, cooking,
gardening,
woodworking,
upcycling, and
scuba diving

Summary
Hands-on Product Design leader with 15+ years experience building
and shipping large-scale products that deliver delightful customer
experiences and hit ambitious business goals.

Upside, Product Design Lead - 2019 on
Brought on as the sole Product Designer to work on Consumer and
Merchant products. Worked with Product and Engineering Teams to
design, build and maintain iOS + Android apps with ~15M users.
Redesigned and relaunched a web-based Dashboard product that went
out to 30K+ Merchants. Implemented a system to pipe backend data
into a template for a print-and-mail-on-demand service designed to
retain merchants and improve brand awareness, used learnings to
harden and improve other systems. Developed a new user-acquisition
channel designed to capture organic traffic from the web into 150K
new app users a month. Worked external agencies like Ueno and
MetaLab to redesign key parts of the Upside brand, rolled out an initial
Design System with Tailwind, and replaced that with our bespoke
Design System.

Social Tables, Director of Product Design — 2018 to 2019
Steered product development alongside Product Management and
Engineering, managed a team of 5 Product Designers. Responsible for
the UX of 4 enterprise SaaS products in the hospitality space. Worked
with C-Suite on pre and post-acquisition integration into Cvent,
redefined branding, principles, processes, and org structure under new
management.

Vox Media, Sr Design Director — 2016 to 2018
Worked with Engineering and Product Owners to set high-level strategy
for revenue products, set goals and OKRs for teams. Worked with the
C-Suite to make product-driven revenue decisions for the company.
Led teams responsible for revenue related systems and products, and
a 12 person in-house agency chasing $15M in revenue. Worked with the

VP of Design on budgeting, goal-setting, strategy and Design Ops for the Design Team. Mentored Designers, led ad hoc projects for marketing and revenue opportunities. Hired more than 20 Designers into the org, and volunteered on company culture and employer brand initiatives.

Vox Media, Design Director — 2014 to 2016

Led a team of 3 Product Designers focused on Hymnal, a platform for building and deploying web-based apps at scale. Developed a suite of high-end, scalable ad products that unlocked a new line of revenue to the business and beat performance benchmarks by 12× and wowed our audience. Interviewed stakeholders across teams to capture goals, draft user stories, and create personas for the team. Collaborated with Product to draft epics for teams. Earned a seat on the steering committee for the Design org, led the Front-End Design discipline. Worked on hiring and onboarding of 10 new team members.

Vox Media, Design Technologist — 2010 to 2014

Designed, built, and maintained properties like The Verge, Polygon. Responsible for design, and build of Chorus, Campaigns — tools that empowered editorial staff, and delivered +100M ad impressions for the business. Lead product requirements and design for Syllabus, a bespoke live-blogging platform purpose built to handle millions of concurrent readers. Designed and built Pick6, a mobile friendly fantasy sports game that doubled engagement, returns, and time on page to SBNation. Day to day included user interviews, user testing, drafting user stories, and managing support queue.

BrowserMedia, HTML Developer — 2007 to 2010

Got my start building front-ends for clients like Ric Edelman, and American Grains Association. Subcontracted out to The Washington Post where I learned MAMP, Agile, and SCRUM methodology to build and launch the Going Out Guide. Designed and built BrowserCMS, the first open-source CMS built on Ruby on Rails. Designed an edit in place, WYSIWYG interface for content management, learned Rails and MVC to build and deploy this project. Trained new clients on software, tools and workflow, designed pitches and wrote RFPs, picked up light server admin work.