

Tate Tozer

Contact

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Education

University of Maryland BA, with a Concentration in Design

Interests

Sustainability, Rewilding, Photography, Making,

Summary

Player/coach experienced in building, and scaling complex enterprise products across B2B, B2C, and B2B2C spaces with founding teams. Experience with human-in-the-loop AI, lean UXR, product strategy and leading high-impact design teams.

Polly, Sr Design Manager - 2023 to Present

Player/coach at fintech startup in Mortgage Capital Markets space, focused on R&D, discovery, and HITL AI workflows. Led UXR ops, customer discovery, and product strategy. Instrumented narrative based product development. Designed and shipped AI-driven tools (Guidelines, Buyside Operations, Near Miss Detection). Built, and led design team from 1 to 5; established two design systems with Engineering. Stood up a Europe based tiger team tasked with self-service features; coached cross-functional leaders while contributing IC work. Conducted service design activities for CX org, mapping pain points across journeys and implemented operational fixes. Drove discovery through customer interviews, SME collaboration, social listening, and 1:1s with leadership of top 10 lenders. Improved documentation, workflow models, SDLC process, and implemented alignment frameworks (DACI) across Product, Engineering, and Marketing.

Upside, Product Design Lead - 2019 to 2023

Led design for Consumer App (B2C) and Merchant (B2B) products. Partnered with Product and Eng to define, develop and deliver features. Consumer efforts focused on lowering acquisition costs and churn, increasing conversion and LTV of ~20MM iOS, Android, and off-platform Users. Merchant work focused on visualizing customer behavior, simplifying billing features, and data display to communicate program ROI in the Dashboard. Worked with Product to develop vision enabling high-value partnership opportunities with Uber, InstaCart, and a leading search provider. Designed and implemented novel system to pipe backend data into templates for a print-and-mail-on-demand

service where digital outreach fell short. Pitched new user-acquisition channel designed to capture web traffic, generating 150K new app users a month. Lead 3 rebrands working with external agencies like MetaLab and Ueno.

Social Tables, Director of Product Design — 2018 to 2019
Oversaw UX of 4 enterprise SaaS products in the hospitality space, led a team of 5 designers. Formed guilds to align Engineering and Design approach for Design Systems. Worked closely with CX org to identify drivers of CSAT, established performance targets with VP of Engineering to improve CSAT. Worked with C-Suite to prepare for M&A, post acquisition worked with new leadership to integrate teams, branding, and processes.

Vox Media, Sr Design Director — 2016 to 2018
Worked with Engineering and Product Owners to set high-level strategy for revenue products, defined goals for teams. Worked with the C-Suite to make product-driven revenue decisions for the company. Led teams responsible for revenue systems, products, including a 12 person in-house agency making \$15MM in revenue. Worked with the VP of Design on budgeting, goal-setting, strategy and design ops for the larger design org. Mentored, lead ad hoc projects for marketing and revenue opportunities, hired 20+ designers, and volunteered services to culture and employer brand initiatives.

Vox Media, Design Director — 2014 to 2016
Led the team building Hymnal, a scalable platform for web app deployment onto Google DFP. Designed a new category of ad products that beat benchmarks by 12x and opened new revenue lines. Conducted stakeholder interviews, wrote epics, and developed ux strategy. Served on design steering committee, led Front-End discipline, scaled the team by 10.

Vox Media, Design Technologist — 2010 to 2014
Designed and built The Verge, Polygon, and internal tools (Chorus, Campaigns, Syllabus) that empowered +1,500 editorial staff, and served +100MM ad impressions for the business. Led requirements and design for Syllabus, a live-blogging platform. Led design of Pick6, a fantasy sports game designed to improve engagement, time on page, and

increase stickiness.

BrowserMedia, HTML Developer — 2007 to 2010

Developed front-ends for clients, subcontracted out to The Washington Post to work on Going Out Guide. Designed, and built BrowserCMS, the first open-source Content Management System built on Ruby on Rails.