

# Cale Thompson / Sr. Product Design Leader

cale.ryder@gmail.com  
201 748 9285  
linkedin.com/in/cale~thompson

Product Design leader with 20+ years building products, scaling design organizations and driving customer-centered transformation across fintech, SaaS, healthcare, and global tech platforms. I partner with executives and product teams to evolve complex products, establish AI-enabled design practices, and deliver measurable business outcomes. Experienced player-coach who combines strategy, organizational alignment, and hands-on craft to create customer experiences that drive growth.

## WORK EXPERIENCE

**Stori / Vice President of Design / Neobank**  
NOV 2024 - PRESENT • REMOTE

Led product design transformation for a high-growth fintech platform, aligning Product, Design, Engineering, and Research around customer outcomes, quality standards, and scalable experiences.

- Unified fragmented experiences across Credit Card, Loans, Payments, and Savings, establishing a cohesive product vision and operating model centered on customer journeys.
- Built design quality systems including UX standards, Definition of Done, audits, metrics, and OKRs—reducing rework and improving product consistency.
- Scaled Design System adoption across 10 teams, reducing design/development effort by 75% while improving usability and customer satisfaction.
- Delivered measurable business impact: increased Fixed-Term Vault conversion from 9% to 50%, exceeded deposit goals by 70%, and exceeded Secured Card offer take-rate targets by 140%.
- Established a customer-centered product operating model through continuous user research, analytics enablement, executive dogfooding, and AI-enabled workflows, including an internal customer insights notebook to improve access to research and product knowledge.

**Meta / Sr. Product Design Manager / Ads Monetization Insights**  
DEC 2021 - JUN 2023 • REMOTE

Led product design strategy for Meta's Ads Monetization Insights ecosystem, aligning four product teams around a shared vision for data-driven decision-making.

- Created a 3-year product vision adopted across four teams, aligning roadmaps and investment priorities.
- Led a 15-person design organization (2 managers, 13 ICs), developing leaders, improving craft quality, and supporting multiple promotions.
- Redesigned collaboration models with Product and Engineering, accelerating delivery cycles by up to 30 days per half.
- Established research-driven frameworks connecting user needs, experimentation, and business outcomes to guide product strategy and investment decisions.

**Journi by Cambia Health / Director of Product Design / Digital health platform**  
JUL 2020 - SEP 2021 • REMOTE

Led product design strategy for a digital health platform, aligning product teams around customer insights, experience improvements, and more effective discovery practices to improve product outcomes.

- Partnered with Product and Engineering leadership to refresh design strategy using behavioral analytics and qualitative research, identifying priority opportunities and improving roadmap alignment.
- Established clearer discovery and collaboration practices between Product and Design, improving focus, reducing ambiguity, and accelerating delivery of validated solutions.
- Led cross-functional initiatives to improve onboarding and feature adoption, identifying activation barriers and shipping solutions that increased early user engagement.

#### **Nike / Director of Design**

JUL 2019 - MAY 2020, PORTLAND, OR

Led design strategy for Nike's wholesale digital experiences, partnering with business and product teams to improve customer journeys and support marketplace growth.

- Partnered with key retail stakeholders to define digital experiences across wholesale channels, aligning customer needs with revenue and growth opportunities.
- Built design playbooks and UX measurement practices that helped product and retail teams identify opportunities and make data-informed improvements.

#### **Foureyes / Head of Product & Design / Sales enablement platform**

JAN 2016 - MAY 2019, PORTLAND, OR

Built and scaled the product, design, and research org for a B2B SaaS company, creating data-driven sales intelligence products powered by machine learning that improved customer growth and sales performance.

- Led product, design, and research across three SaaS products supporting the automotive sales lifecycle, contributing to 200% YoY customer growth.
- Built AI-assisted lead intelligence tools using machine learning models to surface qualified opportunities, improving conversion rates and sales cycle velocity.
- Scaled the organization from 4 to 18 across Product, Design, Research, and Service while establishing a culture of customer obsession, craft excellence, and cross-functional collaboration.
- Created a unified brand experience and design system across mobile, web, and email, strengthening product cohesion and differentiation.

#### **Ziba Design / Group Design Lead / Ventures & Innovation**

MAR 2014 - DEC 2015, PORTLAND, OR

Led strategic innovation programs for Nike, Microsoft, FedEx, Intel, and UHG, helping executive teams visualize future products, validate opportunities, and align investments with research and prototyping.

### **EDUCATION**

**Rhode Island School of Design / BA Industrial Design**

**Delft University of Technology, Netherlands / M.S. Industrial Ecology**

### **TEACHING & ADVISORY**

**Yale University / Adjunct Professor / Executive MBA**

2013 - 2016, NEW HAVEN, WASHINGTON DC, NYC, BORDEAUX

**Dayo / Advisor / Product & Design strategy, Research**

2023 - PRESENT