

ROCCO TYNDALE

Design + People + Product Leader

Design leader driving business growth through strategic design, with experience across digital product, web, brand, and service design, blending creative vision with business acumen to deliver impactful results. Currently exploring senior leadership opportunities growing teams shipping meaningful work.

SKILLS

Design Leadership

Strategic planning
Stakeholder management
Executive communication
Cross-functional collaboration

People Management

Recruiting & retaining top talent
Building & scaling teams
Career coaching & development
Remote team management

Domain Expertise

SaaS marketplaces
Complex technical environments
Workshop facilitation
E-commerce, search, onboarding

WORK EXPERIENCE

Director of Design

@ Universal Audio

2023 - present

- Currently leading a large e-commerce re-platform and re-design, moving from Magento to Shopify. Working with cross-functional partners across all business units, alongside external vendors and agencies, to ensure a successful platform modernization, set to produce an upside of ~5% for a 40M software business, ~2M
- Developed and managed budgets to meet 2024 goals alongside leadership and finance partners
- Responsible for status reporting, and executive briefing, trusted by C-level executives
- Developed career ladders for the design team successfully re-defining roles and responsibilities, building development paths for designers at every level
- Led the design team through an agile transformation and re-org, going from one shared services team to distributed into smaller dedicated teams
- Managed external partner deals and relationships with vendors and agencies

Art Director (Design Manager)

@ Universal Audio

2019 - 2023

- Led a team through the creation of a web app for a new SaaS business line that transformed the company's digital business model through subscription products, resulting in 6M ARR / 500k MRR
- Co-led product go-to-market strategies, which brought to market over 100 digital and hardware products and resulted in a consistent 20% YOY revenue growth
- Improved conversion rates by over 70% by implementing hundreds of A/B tests, and using data around user behavior to inform decisions
- Co-created the first design system, saving over 50% of time and effort building future products
- Ensured the delivery of consistent service design experiences, bringing delight across touchpoints, resulting in a 90% positive NPS score

Portfolio: doedalus.com

LinkedIn: linkedin.com/in/roccotyndale/

Contact: roc.shabda@gmail.com or (415) 867-8162

Location: San Francisco, CA

Sr. Designer

@ Universal Audio

2017 - 2019

- Led dozens of product launch campaigns, and advertising initiatives, with a focus on video, web, and digital optimization
- Innovated on product-marketing efforts, ensuring the success and consistency of all content and outbound communication, driving high engagement and acquisition results

Advisor

@ Grey Matter

2020 - 2022

- Oversaw the creation of its design system and onboarding experience
- Reviewed and advised on their feature planning strategy and prioritization, branding, and pitch decks for investors

Founder, Creative Director

@ Subtempo

2016 - Present

- Founded, directed, and financed the company
- Signed, developed, and brought to life 10+ international artistic projects
- Developed and executed the creative strategy, branding and positioning of the label
- Published and marketed over 20+ records, 40+ interviews and mixes, and a similar number of radio shows and podcasts

Art Director

@ Six Degrees Records

2016 - 2018

- Led the redesign of the company's web presence, improving UX, with a responsive and mobile-first design, modernizing the 20 year old brand
- Managed a rotating intern program, defining workloads, mentoring, and training new talent in the industry
- Oversaw the creation of multiple media, album artwork, videos and artwork for various artist projects
- Created and managed campaigns across publicity, retail, and radio

Design Contractor and Event Production

@ Six Degrees Records

2004 - 2016

- Worked with small to mid-size businesses to create assets for product launches, marketing collateral, and communication materials
- Fulfilling roles such as Department Director, Production Manager, Production Artist, and more, I contracted with various large-scale event companies such as The Do Lab, Symbiosis Events, EC Presents, amongst others
- Founded and led an event catering company, with over +20 staff

EDUCATION & CERTIFICATES

Graphic Design, Digital Communication, and Media/Multimedia

Cabrillo College

Chief Design Officer

Second Wave Dive

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