Rocco Tyndale

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Design & Product Leader

Strategic design leader with a proven track record in driving business growth and delivering impactful results through digital product, service, and growth design. Experienced in managing cross-functional teams, blending creative vision with business acumen, and leading consumer-focused innovations across marketplaces, e-commerce, and B2C platforms. Adept at people management, career development, and fostering team collaboration to ship high-quality work. Passionate about human-centered design, values-driven leadership, and creating meaningful experiences. Currently seeking senior leadership opportunities as a Director, Manager, or Head of Design in forward-thinking organizations where strategy, innovation, and leadership converge.

Areas of Expertise: Strategic planning • Recruiting & retaining top talent • SaaS marketplaces • Stakeholder management • Building & scaling teams • Complex technical environments • Executive communication • Career coaching & development • Workshop facilitation • Cross-functional collaboration • Remote team management • E-commerce • Search • Growth

Work Experience

Universal Audio **2017 - Present**

Director of Design 2023 - Present

- Led a multi-year e-commerce re-platform from Magento to Shopify, driving a projected 5% revenue increase ($2M) for a $40M software business.
- Navigated three reorgs, legal challenges, and shifting priorities, mitigating risks and ensuring incremental progress despite resource constraints. Spearheaded end-to-end digital infrastructure modernization, integrating new front-end and back-end systems to position the company for scalable growth.
- Co-led 0-1 product ideation for an iOS app, applying product-led growth principles and competitive analysis to drive milestones toward a 2025 MVP release.
- Drove adoption of user research tools and processes, centralizing qualitative data to improve accessibility and inform decision-making across teams.
- Managed cross-functional teams, external vendors, and stakeholders, defining vision, scope, and delivery cadence to align designers, engineers, copywriters, and developers for platform modernization.
- Forecasted and secured budget allocations to augment the team, ensuring resources aligned with 2024 goals and mitigating Q4 demand spikes through strategic advocacy and financial partnership.

- Distilled complex details into clear, executive-level insights, owning key decisions and escalating only critical issues. Ensured C-level alignment by involving leadership in high-impact, one-way door decisions.
- Developed and implemented career ladders, leading to 100% retention, two salary adjustments, one promotion, and three new hires. Realigned titles to better reflect roles and growth trajectories.
- Guided the design team through an agile transformation, mitigating employee dissatisfaction and helping team members navigate shifting roles. Provided support and clarity amid structural changes to maintain engagement and workflow continuity.
- Managed a $400K agency partnership, facilitating hundreds of calls to drive product outcomes and deliver a redesigned e-commerce site. Navigated legal challenges, resolving issues without escalation.

Design Manager 2019 - 2023

- Led the design and launch of a SaaS web app, generating $6M ARR / $500K MRR. Implemented conversion tracking and churn reduction programs, leveraging analytics and sentiment monitoring to optimize user experience and retention.
- Co-led go-to-market strategies, aligning product launches with trade shows, content-driven campaigns, and paid media to maximize impact, driving 20% YOY revenue growth.
- Increased conversion rates by 70% through A/B testing and data-driven optimization, collaborated with a dedicated team to prioritize experiments, analyze results, and implement high-performing variants. Regularly presented insights to leadership, leveraging tools like Optimizely and Statsig to drive informed decisions.
- Co-created the first design system, reducing development time by 50% and accelerating onboarding for four new developers. Enabled marketers and designers to swiftly launch new products, enhancing team efficiency.
- Contributed to service design improvements, with past NPS data reflecting a 90% positive score.

Sr. Designer 2017 - 2019

- Led product launch campaigns, driving millions of YouTube views and top engagement among competitors.
- Grew email list from 200K to 500K and increased social media following by 120%.

Subtempo **2016 - Present**

Founder, Creative Director

- Founded and directed a record label and artist collective, establishing an international presence by curating a blend of established and emerging talent. Developed a distinct visual identity through branding, artwork, and packaging, positioning the label as a standard for quality.
- Defined and executed creative strategy, branding, and positioning, crafting a strong visual identity that consistently resonated with the target audience. Established the

label within a niche intersection of electronic and modern classical music, building key alliances to expand its influence.
- Released 20+ records, 40+ interviews, mixes, and podcasts, earning press mentions from BBC's Mary Anne Hobbs, The Guardian, and Electronic Sound. Secured major distribution deals and licensed music for documentaries and independent films, generating thousands of streams across the catalog.

Grey Matter **2020 - 2022**

Advisor

- Led the creation of a design system and onboarding experience within six months, enabling alignment between two designers and company founders while reducing development time.
- Provided strategic guidance on feature planning, branding, and investor pitch decks, helping the team clarify short-, medium-, and long-term goals. Mentored designers and refined the company's marketing and investment focus, bringing structure to an initially scattered approach.

Six Degrees Records **2016 - 2018**

Art Director

- Redesigned web presence, optimizing for mobile to match industry standards of 70% mobile traffic.
- Led creative direction for album artwork and promotional campaigns.
- Mentored 10+ interns, with two securing full-time roles.

Various **2004 - 2016**

Design Contractor and Event Production

- Founded and led an event catering company, managing 20+ staff.
- Directed operations for major events with The Do Lab & Symbiosis Events.
- Created marketing assets for product launches and festivals.

Education & Certificates

Graphic Design, Digital Communication, and Media/Multimedia | Cabrillo College

Chief Design Officer | Second Wave Dive

- Completed an intensive design leadership program focused on strategy, product thinking, organizational influence, and positioning design for business impact. Gained hands-on training in frameworks for leading teams, driving innovation, and aligning design with company objectives.