TIM **SCHAVITZ**

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EXPERIENCE

Meta
Principal Product Designer, Reality Labs   6/2022 - 12/2023
- Developed innovative AR wearable experiences at Reality Labs, crafting user stories, flows, interaction models, and hardware-based UI prototypes
- Guided complex generative AI, neural input, and multimodal design concepts, navigating ambiguity through simplification of goals and technical capabilities
- Boosted internal KPI scores by 15-30% in navigation, feature discovery, and customization categories in collaboration with research and content leads
- Engaged with cross-functional product teams to define strategic frameworks, multigenerational experience roadmaps, and feature prioritization

Collective Health
Senior Product Design Manager   5/2021 - 5/2022
- Championed user-centered design for the B2C team in a player/coach role, focused on intuitive healthcare management features for web and mobile app platforms
- Collaborated with team leads to plan design system changes for marketing rebrand and in-progress business partnership requirements
- Reduced support call volume by identifying pain points, building self-service tools

Motorola
Senior UI Design Manager   9/2016 - 4/2021
- Led a high-performance global design team that shipped hundreds of features and upgrades annually on 100+ million active smartphones
- Unified our design language through inclusive studio workshops, executive leadership presentations, stakeholder reviews, and coordinating production
- Launched innovative device features for the foldable Razr, modular Moto Z smartphone, and connected Ready For platform
- Improved NPS (+14%) and Play Store (+20%) scores of the flagship Moto app

UX Design Lead   12/2014 - 9/2016
- Successfully aligned product, marketing and content teams to redesign motorola.com, increasing engagement and sales conversion
- Defined modular components, page templates, and marketing creative guidelines to maintain consistent product stories and visual craft

SapientNitro
Associate Creative Director   9/2012 - 12/2014
- Led UX & UI design for Dodge.com special edition and standard lineup vehicle launches, working closely with stakeholders on design systems and photography
- Education website redesigns and online campaigns, new business pitches

Critical Mass
Senior Art Director   7/2006 - 9/2012
- UI design for car configurators, interactive videos, digital campaigns, and websites
- Clients included Nissan, Gillette, Budweiser, Infiniti, Vegas, Pampers, and Best Buy

Allstate
Designer   6/2002 - 5/2006
- Created features, training materials and interactive content for financial web apps

SKILLS

Product Design • UX • UI • Design Systems
Interaction Design • Prototyping • Mobile
User Stories • Flows • Research • Mockups
Navigating Ambiguity • Product Strategy
XFN Collaboration • Creative Direction
Augmented Reality • Wearables • AI

TOOLS

Figma • ProtoPie • Lottie • Sketch
Adobe Creative Cloud • Adobe Photoshop
Adobe After Effects • Adobe Illustrator
Adobe Premiere • Davinci Resolve • Bezi
Meta Spark • HTML • CSS • Keynote

EDUCATION

Generative AI Fundamentals
IBM • Coursera

UX & Interaction Design for XR
University of Michigan • Coursera

Spark AR Creator Collab
Certificate • Facebook, 2020

UX Design Specialization
General Assembly • Bootcamp

Human Computer Interaction
DePaul University • Continuing Education

Bachelors in Visual Communication
Bowling Green State University, 2002