

Tobi Jo Lebron

Case studies: www.tobijo.com • Medium: [@tobijo](https://medium.com/@tobijo) • LinkedIn: [in/tobijo](https://in.linkedin.com/in/tobijo) • New York

SUMMARY

I am a product design executive specializing in enterprise platforms and services. I am known for creating clarity and structure, so teams can drive human-centered business outcomes at scale. At Google, I have led teams through 21+ significant launches, lifted product NPS by 11 points, and built a system that saved 85 person-years of toil. My external writing on ethical AI has reached 140K+ readers.

EXPERIENCE

Google

Senior Staff UX Designer • Principal Lead (L7)

New York, NY

November 2023 - Present

- **AI Native & Gen UI**
Personally tapped by senior executives to lead GCP console's horizontal innovation lab. Driving vision and execution for platform-wide programs for generative UI and AI native concepts. Work is under NDA.
- **Responsible AI**
Founder and hands-on lead for GCP's first AI Trust & Agency program, focused on building trust in AI systems. Authored extensive thought-leadership, risk frameworks and guidelines. My public writing on AI Trust & Agency has reached over 170k readers on LinkedIn and Medium.
- **Cloud Hub**
Cloud Hub is a new AI-friendly dashboarding system that centralizes critical metrics from 41 APIs into a single, customer-loved view. I was the head of design, guiding the work of 194 Googlers for its 0-1 definition, execution, and optimization. 4M monthly active users. Awarded Customer Empathy Award by Google Cloud CEO.
- **AI Mainframe Application Modernization**
Product, design and research lead for a new, AI code refactoring tool. I partnered directly with Principal Engineers and Google DeepMind to build the end-to-end product strategy and design this market differentiator. Beta releases have secured 4+ enterprise partnerships.

Senior UX Manager • Production-Ready Angular Blueprints

New York, NY

January 2022 - November 2023

- **Global Organization Building**
Built, led a 9-person global multidisciplinary UX team for a new design sub-system. Led research, design, execution of 4 new page-level Angular components for the most common pages. Owned priorities, staffing, execution, team culture across Seattle, New York, Bangalore.
- **Strategy & Executive Alignment**

Broke through a years-long quagmire to align 30 platform leads and define a 3-year strategy, success definition, measurement program.

- **Scaled Operationalization**

Worked closely with product and engineering leads to canonize page-level patterns as the official method for implementing CRUD (create, read, update, delete) pages. Evangelized page-level patterns to earn pilot partners, and then they became evangelists for our work.

- **Success Definition & Metrics Program**

Defined a rigorous metrics framework and aligned the approach and method with a dozen executive stakeholders.

- **Cost Savings**

Adopted by 192 ENG projects in 4 years. Teams save ~2 months per insert, saving the platform a projected 85 person-years.

Senior UX Manager • Storage UX

New York, NY

November 2018 - January 2022

- **UX Organizational Leadership**

Head of the 21-person multidisciplinary Storage UX team located in Seattle, New York, Tel Aviv. Owned priorities, staffing, execution, team culture across Cloud Storage portfolio: 7 products, 50 partners. Reshaped the flat legacy team into 4 focused teams. Elevated design leaders, hired Research Manager to organize a formal research function. Funded, hired +2 quant researchers.

- **Executive Stakeholder Collaboration**

Worked directly with cross-functional execs to align priorities, staffing. Introduced UX OKRs to the official roadmap.

- **Product Leader & Driver of Impact**

Led team to deliver insights, design, accessibility ENG, writing for 21+ roadmap commitments securing Cloud Storage's position as a Gartner Magic Quadrant Leader. Major launches include: Backup for GKE, acquisition of Elastifile, Public Access Prevention. Conceived, executed User Voice metrics and fixit program, driving +11 pts NPS for Cloud Storage.

- **Team Culture Champion**

Increased team sentiment categories: Strategic Alignment (+36 pts), Accessibility Practice (+52 pts), Decision Making Speed (+36 pts).

Contract

UX Director

New York, NY

September 2014 - May 2018

- **Contract Group UX Director, AKQA**

Head UX for the 60-person Verizon account team, responsible for all service experiences across responsive web and native mobile applications.

- **Contract UX Director, SapientRazorfish**

Oversaw the \$6M retail transformation account for Bed Bath & Beyond and Buy Buy Baby.

HUGE

Associate UX Director

Brooklyn, NY

August 2010 - August 2014

- Directed vision, strategy, prototyping for multi-channel digital transformation for AARP, Target, Capital One, and the Mayor's Office of New York.
- Program director and teacher for HUGE School an accelerated, paid apprenticeship and training program specializing in Product, Research Design and Strategy.

Tobi Jo Creative

Founder & Principal

Brooklyn, NY

October 2009 - August 2010

- Lead a 10-person boutique digital design, research, and strategy firm for contracts including: New York State Energy Research & Development Authority ~2000 page website redesign, New York State Business Express portal ground-breaking unification of business applications across 5 state agencies.
- Awarded the CODiE Award, Best Business Directory Design in partnership with Cohere Studios.

Time Inc.

Lead Interaction Designer

New York, NY

May 2005 - October 2009

- Planned and executed user-centered digital redesigns for 6 lifestyle magazines, earning two Webby Awards and one MIN Award.
- Established Time Inc.'s first design system.
- Partnered with data librarians to design early algorithmic recommendation systems, faceted search, and structured content schemas, optimizing discoverability for millions of daily active readers.

EDUCATION

New York University • Digital Media & Communication

University of North Carolina • Fine Art

AWARDS & CERTIFICATIONS

Customer Empathy Award • Google Cloud for Cloud Hub, 2026, presented by Google Cloud CEO

Google Cloud Tech Impact Award • Google Cloud for Migration Center, 2024

NN/G UX Management Certified • 2017

CODiE Award, Best Business Directory Design • Tobi Jo Creative for Digital.NYC

MIN, Best of the Web • Time Inc, for Sunset, 2009

Webby Award, Honoree for Lifestyle Website • Time Inc. for Southern Accents, 2009

Webby Award, Honoree for Best Magazine Website • Time Inc. for Cooking Light, 2009

Mensa Qualifier • Australia Culture Fair III, 99.5th Percentile, 1998

Skills

Enterprise Product Design • Responsible AI • Leadership • Organizational Design • AI Design Systems •
Generative AI Product Design • Thought Leadership • Multi-agent Systems • Algorithmic Recommendation
Systems • Executive Stakeholder Management