

# Tommy Carroll

## Design Director, AI Products and Experiences

I lead teams to shape the future through strategy and design. By aligning user behaviors, existing & emerging technologies, and trends shaping culture and markets, I've designed digital products, services and experiences for some of the world's most impactful brands. Former R/GA and Airbnb. Currently leading teams at the renowned Human-Centered Design consultancy IA Collaborative.



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### EDUCATION

#### VCU Brandcenter

M.S. in Experience Design

#### University of Georgia

Bachelor's Degree in International Affairs

#### Teach For America

2011 Hawaii Corps

#### University of Oxford

Keble College- Political Science Semester Exchange

### SKILLS & SOFTWARE

AI Product Design	Qualitative Research
AI Product Strategy	Workshop Facilitation
Innovation Strategy	Prototyping
Generative AI	Career Management
Project Management	Consulting
Design Thinking	Teaching

Figma	InVision
Generative AI	G Suite
Adobe CS	Keynote
Cinema 4D	Slack

### EXPERIENCE

#### **IA Collaborative** *Launching new products, AI-enabled tools, and experiences through human-centered design* **New York, NY '22- Present** **Director, Experience Design**

- Leading the design and deployment of next-gen, AI-enabled products for Fortune 150 clients, serving as primary partner for executive stakeholders
- Driving multidisciplinary teams across product, engineering, research, and design from early insight through concepting and delivery
- Architecting core design and system components—from design systems and component libraries to knowledge graphs and system prompts—that power intelligent, AI-enabled tools
- Mentoring cross-functional talent to strengthen systems thinking, craft, interaction design, and creative leadership

#### **Proto** *Transforming Fortune 500s and startups through experience design, brand & innovation consulting* **New York, NY '21- '22** **Associate Director, Experience Consulting**

- Managed design sprints to identify & deliver desirable and viable futures for c-suite clients
- Mentored interdisciplinary teams of creatives, experience designers and commercial & brand strategists
- Autonomously scoped projects and crafted proposals to organize internal teams and win new accounts

#### **Airbnb** *Applying UX and design strategy to guide the development of digital products, services, and experiences* **New York + SF '18-'21** **Senior Experience Designer - Fully embed Airbnb**

- Collaborated with a small team of designers, engineers, and creatives to lead the redesign of Airbnb's home screen
- Designed a modular design system to ensure scalability and usability across mobile, native, and web
- Crafted elegant UX and UI deliverables meeting industry design standards

#### **R/GA** **Experience Designer - Business Transformation Consulting**

- Designed interactive prototypes of products & services to realize and validate CX investments
- Led qualitative research and translated user insights into experience principles and feature prioritization
- Led design workshops for senior clients and presented final deliverables to VP and c-suite partners

#### **Teach For America** *Mobilizing promising future leaders to tackle educational inequity* **Oahu, HI '11-'14** **Educator, English Department Head**

#### **I Know I Can Academies (IKIC)** *Leading English immersion summer programs for Palestinian students grades 9-11.* **Ramallah, PS '12** **Educator, SAT Prep**

#### Fun Facts:

- Served on President Obama's 08 campaign
- Played soccer for Keble College at Oxford
- Helped found an SAT prep camp in the West Bank
- Attended TC Williams from *Remember the Titans*

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