

PABLO DODDA

Lead UX Designer

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SUMMARY

Senior / Lead UX Designer with 20+ years designing B2B SaaS and enterprise applications across advertising, ad-tech, e-commerce, and marketplaces at Amazon, Google, Walmart, and Jet.com. Specialize in turning complex, data-rich problems into intuitive, high-fidelity experiences — owning the full design lifecycle from opportunity framing and user research through wireframes, prototypes, design systems, and shipped product. Bring an experimental, AI-forward mindset, using generative-AI and code-based prototyping to de-risk decisions and move business metrics, plus a track record of aligning product, engineering, and executive partners around a single UX vision.

Targeting a Lead UX Designer role building user-centered experiences at the forefront of AI marketing.

CORE SKILLS

UX & Product Design: Full Design Lifecycle, End-to-End Design, 0-to-1 Product Design, B2B SaaS & Enterprise Applications, Data-Rich Dashboards, User Journeys, Wireframing, Prototyping, High-Fidelity UI, Interaction Design, Information Architecture, Web, Responsive & Mobile Design

Research & Validation: User Research (Qualitative & Quantitative), Usability Testing, Heuristic Evaluation, A/B Testing, Concept Validation, Personas, Data-Informed Design, Accessibility (WCAG)

Design Systems & Tools: Design Systems, Component Libraries, Design Tokens, Figma, Adobe XD, Sketch, Illustrator, Photoshop, Material Design 3, Design Ops, Design QA

AI & Prototyping: AI-Assisted & Generative-AI Prototyping, LLM Workflows, Code-Based Prototypes, Experimental / Exploratory Design, Rapid Prototyping

Leadership & Collaboration: Design Strategy, UX Vision & Roadmapping, Cross-Functional Collaboration (Product, Engineering, Leadership), Agile / Scrum, Stakeholder & Executive Communication, Design Sprints, Mentorship & Team Building

Domains: AI Marketing / Mar-Tech, Advertising & Ad-Tech, Enterprise SaaS, E-Commerce, Marketplaces, Supply Chain & Logistics, Connected Home / IoT

PROFESSIONAL EXPERIENCE

Amazon — Senior UX Designer, Amazon Autos Ads

New York, NY | Jul 2024 – Present

- Own end-to-end UX for Amazon's B2B automotive advertising platform — a data-rich SaaS suite dealers and agencies use to plan, target, and manage ad campaigns — setting the UX north-star vision that shaped a 3-year roadmap and aligned product, engineering, ad-serving, and campaign-management partners around a single strategy.
- Expanded dealer inventory selection by ~30% and unlocked a segment representing ~two-thirds of U.S. vehicle sales by designing end-to-end shoppable workflows for Used and Certified Pre-Owned (CPO) vehicles.
- Cut projected advertiser campaign-creation time by 50%+ by designing new ad formats and campaign-management workflows — DSP REC creatives, geo-targeted Sponsored Ads, and dynamic inventory advertising.
- Recaptured up to 35–40% of in-store searches leaking to irrelevant retail results by leading UX and reusable component / design-system work for Store Modes, a branded “app-within-app” shopping experience with scoped search and a dedicated toolset.
- Enabled dealers to unlock 50–90% of OEM marketing-compliant budgets by owning product design for zip-code-level Geo-Targeting (up to 1,000 zip codes per campaign) and Dynamic Inventory advertiser workflows.
- Raised dealer-onboarding first-time pass rates from under 30% to 71% and cut required documents from 6 to 2 by redesigning the onboarding flow with operations and engineering partners, informed by usability testing.
- Accelerated concept validation and enabled semi-production-ready engineering handoffs by building fully functional AI-assisted and code-based prototypes to test with users and stakeholders.

Google — Design Lead, Google Fiber

New York, NY / Mountain View, CA | Aug 2021 – Jul 2024

- Led design and launch of Google Fiber's self-installation experience, enabling customers to activate internet service with zero technician visits and replacing text-heavy setup guidance.
- Planned and ran a 40-participant usability study that benchmarked installation success rates and pinpointed drop-off points, prioritizing the highest-impact setup fixes with quantitative and qualitative data.
- Modernized the Google Fiber mobile app by leading its redesign and migration to a Material Design 3 design system, adding personalization and self-service account experiences.
- Shaped next-gen connected-home strategy by prototyping LiDAR-powered network planning, AI network assistants, parental controls, and intelligent network-management concepts.

Walmart — Senior Design Manager, Supply Chain Technology

Hoboken, NJ | Jan 2018 – Jun 2021

- Built and scaled a 9-person supply-chain design team from the ground up, hiring and mentoring UX designers and leads across Transportation & Last-Mile Delivery, Fulfillment, and Item & Inventory.
- Directed design for enterprise B2B applications and data-rich operational dashboards — a Yard Management System suite of wearable, mobile, and touchscreen apps (Gate, Yard Check, Yard Moves, Dock) — cutting gate dwell time 70%, reducing yard-audit time 80%, and improving on-time yard execution from 67% to 100%.
- Led UX for next-gen warehouse management (WMS) workflows with automated storage and retrieval (ASRS), targeting a 46% cut in per-unit fulfillment cost (\$1.40 → \$0.75) and cycle time from 2–4 hours to under 2.
- Enabled same-day shipping nationwide by leading design for the Associate Delivery Program, a mobile experience letting associates fulfill online orders on their commute home.

Jet.com — Design Lead / Founding Designer

Hoboken, NJ | Jun 2014 – Dec 2017

- Helped build Jet.com from concept to a \$3.3B Walmart acquisition as the first designer and 20th employee, owning design through launch and rapid growth.
- Earned App Store Editor's Choice and a place on Apple's Best Apps of 2015 by leading product design for Jet's launch website and iOS app.
- Increased conversion by 30% and retained 35% more traffic by leading optimization design across landing pages and conversion funnels (CRO), and supported Series A fundraising with early product and investor-facing concepts.

Electronic Arts (via Globant) — Senior UX Designer

Buenos Aires, Argentina | Apr 2008 – Apr 2014

- Shipped console UI and interactive experiences to a global player base across AAA franchises including Fight Night Champion, FIFA 13, Need for Speed, and EA Sports Active 2.0, partnering with designers, engineers, artists, and producers.

EDUCATION

Universidad Nacional del Nordeste (UNNE) — Interaction Design & Computer Science | Argentina

LANGUAGES

English (professional working proficiency) · Spanish (native)