

Manuel Odhe.

Lead Product Designer · UX Strategist · AI Experience Lead



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Summary.

Lead product designer and UX strategist with 12+ years of experience designing and launching complex mobile, web, and consumer digital products across healthcare, fintech, streaming, and technology. Experienced owning end-to-end mobile product experiences from strategy and concept through UX/UI, prototyping, development, and launch, with a strong foundation in interaction design, visual design, and data-informed UX. Currently leading product design for a consumer streaming platform, balancing core product development with rapid experimentation across AI-powered and emerging experiences.



Experience.

SharePlay

Feb 2026 - Present

Head of Product Design / Product Design Lead · Atlanta, GA

- Lead end-to-end product design across core streaming, VOD, chat, monetization, and creator tooling for the platform.
- Built the platform design system from the ground up, establishing reusable components, design tokens, Figma variables, interaction standards, and scalable UX patterns across web and streaming surfaces; cut design-to-ship time by two weeks with adoption across all teams.
- Use AI-assisted and agent-based workflows, including MCP and prompt-driven tooling, to accelerate design and prototyping while exploring how structured design-system context can improve AI-generated experiences.
- Shipped AI-driven discovery systems — recommendation logic, engagement signals, and creator visibility tools — increasing creator revenue and discoverability by 55%.
- Architected "Louie," an AI co-streamer, defining its personality system, conversational UX patterns, and real-time contextual responses during live broadcasts.
- Partner with engineering and data to translate user needs into AI behaviors, adaptive UX states, recommendation signals, analytics dashboards, and automated content-surfacing experiences.
- Designed lifecycle and re-engagement experiences for dormant users, lifting reactivation by 44%.

Pfizer

Aug 2023 – Dec 2025

Product Designer · New York, NY

- Led end-to-end product design for a consumer-facing mobile experience, translating complex user and business needs into intuitive product flows from initial strategy and concept through implementation.
- Designed the Pfizer Migraine App, including AI-powered adaptive personas, improving patient engagement by 60% and treatment adherence by 30%.
- Owned UX strategy, interaction design, UI design, and prototyping while partnering closely with engineering and stakeholders to bring mobile experiences from concept through development.
- Led UX for Pfizer's COVID IDH initiative, supporting critical healthcare workflows at national scale for 20 million users.
- Redesigned digital experiences for Nurtec and Paxlovid post-acquisition, aligning patient journeys with enterprise systems.
- Established accessibility standards and reusable design patterns adopted across Pfizer's patient-facing product portfolio.

Deloitte

Jun 2022 – Jun 2023

Lead UX Consultant · New York, NY · Embedded client: Thomson Reuters (Toronto, Canada)

- Drove the full redesign of Thomson Reuters' internal design system, modernizing a UX ecosystem used across internal products by designers and engineers.
- Audited component architecture, interaction patterns, and system-wide inconsistencies to identify UX debt, redundancies, accessibility issues, and scalability risks.
- Established reusable standards and patterns and contributed to design-system governance, documentation, and adoption practices across product teams.
- Partnered closely with engineering to align design-system decisions with implementation and establish a long-term roadmap for system adoption and evolution.
- Led UX strategy, research, interaction design, prototyping, and testing across enterprise platforms for healthcare, finance, and public-sector clients.

BYND

Feb 2022 – Jun 2022

Senior Visual Designer (Contract) · Remote — California

- Designed internal onboarding and knowledge tools for Google, improving accessibility and time-to-productivity for new hires.
- Created data visualization dashboards for YouTube Shorts, enabling creators to interpret performance trends and optimize content.

WorkLLama

Jun 2021 – Dec 2021

Senior UX Designer (Contract) · Remote

- Designed the end-to-end candidate portal for an early-stage medical staffing platform — profile setup, credential capture, job search, and placement workflows.
- Established the core UI patterns and reusable components that gave the product its design foundation as the startup scaled.

U.S. Bank

Sep 2020 – Jun 2021

Senior UX Designer · Atlanta, GA

- Led UX and product design for U.S. Bank's Small Business Mobile App, simplifying complex financial workflows and creating intuitive mobile experiences for business customers.
- Redesigned onboarding and core banking workflows, contributing to the app moving from #9 to #4 in national rankings.
- Owned work across UX strategy, interaction design, UI design, and prototyping, partnering with cross-functional teams to translate customer needs into scalable product experiences.
- Led a cross-functional team of 7 across design, engineering, and product toward aligned delivery.
- Introduced research-driven decision frameworks that shaped long-term product roadmap planning.

LivePerson

Mar 2019 – Oct 2019

UI Designer · Remote

- Designed UI components and workflows for enterprise conversational AI and messaging platforms.
- Improved interface clarity and efficiency across automation and customer engagement tooling.

Skills.

CORE COMPETENCIES

Design Systems · Systems Thinking · Product Design · UX Strategy · Design Tokens
Component Architecture · Design System Governance · Interaction Design · Visual Design
User Research · Information Architecture · Accessibility (WCAG) · AI-Driven UX
AI-Assisted Design · Conversational UX · Design-to-Code Systems · Design Leadership

TOOLS

Figma · Figma Variables · FigJam · Miro · Adobe Creative Suite · AI & Agent-Based Workflows
MCP · HTML/CSS · React · Web Components · Agile / Scrum · Design Sprints

Education.

BSc Software Engineering

University of Huddersfield, England, UK

Certifications.

Human-Centered Design Certification

MIT Sloan