

Thomas W Carroll | Product Design Expert and Strategist | Commerce & Payments Specialist

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Professional Summary

Experienced Senior Product Design Executive with 15+ years leading global design initiatives and driving transformative business outcomes. Proven expertise in scaling high-performing teams, delivering omni-channel and AI-driven product strategies, and fostering a culture of innovation. Passionate about creating inclusive, human-centric experiences that drive engagement, elevate brand presence, and generate significant revenue growth. Skilled in aligning cross-functional teams with business objectives to deliver purpose-driven solutions across diverse industries, including FinTech, eCommerce, and real estate.

Areas of Expertise

- Design Leadership & Strategy
- AI-Driven Product Innovation
- User-Centered Design Strategy
- Omni-Channel Design Excellence
- Strategic Vision & Execution
- Cross-Functional Leadership
- Commerce & Payments Strategy
- Team Building & Mentorship
- Revenue Growth through Design
- Inclusive & Accessible Design
- Craft and Storytelling Elevation
- Vision & Narrative Incubation

Professional Experience

PayPal | San Jose, CA | 2018-Present

PayPal is a global leader in digital payments, providing innovative financial solutions and seamless transaction experiences for individuals and businesses worldwide.

Senior Director of Global Design *Oct 2019 - Present*

- Expanded the design team from 8 to 60+, driving omni-channel experiences for SMB, Partner, and Enterprise users across PayPal's Merchant Platform, Native App, Checkout, Growth & Activation, Reporting, and Developer Portal.
- Championed omni-channel strategies across multiple business units, driving design transformation and delivering measurable growth across SMB, Partner, and Enterprise verticals.
- Transformed onboarding and lifecycle experiences from a series of wizards to a unified platform experience, integrating digital and in-store design elements.
- Implemented new information architecture, navigation systems, and a hubs-based framework to enhance scalability, wayfinding, and user-centric design.
- Revitalized step-up guides, setting high standards for design excellence and advancing design culture with clear expectations and growth strategies for designers.
- Achieved a 74% increase in account creation, 33% boost in activations, 3.7% rise in net-new-active users, and generated \$53M+ in incremental revenue through innovative design solutions.

Director of Design, Small Business Platform *Nov 2018 - Oct 2019*

- Led the strategy and migration of the SMB experience to the PayPal Commerce Platform, focusing on integrated services and omni-channel design.
- Launched PayPal's app store and machine learning-based recommendation engine, driving innovation and enhancing user experiences.
- Fostered a culture of experimentation, encouraging designers to push boundaries and learn from both successes and failures.

- Increased product usage from 1 to 5+ integrated solutions, improved homepage engagement by 93%, boosted activation by 36%, reduced development costs by 80%, and drove \$35M in incremental revenue.

Intuit | Mountain View, CA | 2015-2018

Intuit is a global financial technology company known for its leading products in personal finance, accounting, and tax preparation, including TurboTax, QuickBooks, and Mint.

Director of Design, E2E Global Money *Feb 2016 - Nov 2018*

- Managed design for Payroll, Payments, and Capital, growing the team from 3 to 46, and enhancing omni-channel and human-centric design practices.
- Refined payments with a focus on “right-for-me” relationships, emphasizing trust and user experience over traditional invoice processes.
- Contributed to a monthly charge volume of \$1B and a 35% increase in active merchants through innovative and user-centric design solutions.

Head of Design, Global Payroll *Oct 2015 - Feb 2016*

- Redesigned payroll experiences from web-based tables to card-based native interfaces, significantly improving user engagement.
- Resulted in 88K new SMBs and generated \$1.27M in quarterly revenue by enhancing user experience and driving business growth.

Move/Realtor.com | Santa Clara, CA | 2006-2015

Move provides consumers with the real estate content, decision support tools and professional connections they need before, during and after a move. Move operates realtor.com on behalf of the National Association of Realtors.

Head of Product Design *Nov 2008 – Oct 2015*

- Directed multi-platform strategies and execution, leading to a \$1B acquisition by News Corp, showcasing leadership in integrated services and enterprise design.
- Elevated UX maturity from “Invested” to “Committed,” expanding the design team from 6 to 20 and driving innovation across multiple channels.
- Enhanced user metrics: 42.28% increase in unique users, 62.19% rise in page views, 7.57% growth in time-on-site, 114% increase in leads per visit, and 13.40% decrease in bounce rate through effective omni-channel design strategies.
- Standardized design processes, methods, and system libraries, improving consistency and reducing development time.

Senior Manager of UED *Jul 2006 - Nov 2008*

- Led user interaction and data visualization strategy, ensuring designs met usability objectives, user requirements, and monetization goals, while promoting human-centric and purpose-driven design.

Education

Indiana State University | Terre Haute, IN

- BS, Mechanical Engineering
- Minor, Mechanical Drafting and Computer Aided Design