

Sean Smith

Product Design Leader with 15+ years of experience shaping AI-native, cross-platform experiences. Skilled at scaling and mentoring teams while contributing hands-on to design craft, systems, and strategy. Known for a player-coach approach that combines clarity and craft to deliver human-centered product design at scale.

MICROSOFT | 2015–PRESENT

Design leadership across Outlook and SMB incubation teams spanning mobile, web, and desktop. Launched AI-native features, incubated new products, and scaled cross-platform systems.

MICROSOFT OUTLOOK | 2021–PRESENT

Principal Product Design Leader | 2025–Present

Principal Product Design Manager | 2022–2025

Senior Product Design Manager | 2021–2022

- Led cross-platform initiatives including Reading experiences and AI-native Copilot workflows across Outlook's desktop, web, and mobile apps, impacting hundreds of millions of customers worldwide, with usage and adoption more than doubling during my tenure.
- Operated as a player-coach, balancing hands-on design, prototyping, and decision-making with long-term strategic direction and cross-functional leadership.
- Managed and mentored a global design org of 11 direct and dotted-line reports across the US, China, and Australia, supporting multiple designers' growth from apprentice level through promotions up to principal.
- Extended influence through global design partnerships, collaborating with designers across the US, Latin America, Europe, India, and China to align Outlook mobile experiences worldwide.
- Guided a progressive adoption of design systems, reducing design debt, improving usage for Outlook mobile and partner teams, and aligning more closely with the Microsoft Fluent system.

CONTACT

Sean@seansmithdesign.com

www.linkedin.com/in/seansmithdesign
seansmithdesign.com

PROFESSIONAL DEVELOPMENT

Future London Academy

Executive Programme for Design Leaders ("Design MBA") | 2025–2026

International program for experienced design leaders, covering strategy, business, and organizational leadership through in-person modules in London and California. Participants include design executives from global companies and studios.

Designer Fund

Design for Business Impact | 2019

Design leadership series with case studies from Pinterest, Gusto, Slack, and Dropbox, focused on connecting craft to business outcomes and strategic influence.

CodePath

SwiftUI for Designers | 2015

A hands-on technical course providing app prototyping skills in SwiftUI tailored to designers. A practical, bootcamp-style introduction to native iOS prototyping tools.

EDUCATION

Art Institute of California - San Francisco

Graphic Design | 2007–2010

Academy of Art

Graphic Design | 2006–2007

- Partnered with product, engineering, and AI/ML leaders to align business priorities with user needs, influencing adoption of Copilot and other AI-native features across consumer and enterprise endpoints.
- Contributed to integration efforts within Microsoft 365, ensuring Outlook complemented adjacent apps and supported a consistent suite-wide user journey.

MICROSOFT MILEIQ / SMB INCUBATION | 2015–2021

Senior Product Designer | 2019–2021

Senior Product Design Manager | 2017–2019

Senior Product Designer | 2015–2017

- Joined as the first in-house designer at MileIQ, refining the core product and building the design foundations — systems, brand, and prototyping practices — that supported growth and Microsoft's acquisition.
- Led design for a suite of SMB and consumer apps including Spend, Visits, and Money in Excel, expanding Microsoft's small business tools portfolio.
- Managed and mentored a small design team, growing early-career designers into impactful contributors while guiding design strategy for new product launches.
- Contributed to post-acquisition alignment, ensuring MileIQ and sibling products matched Microsoft 365 standards and complemented adjacent offerings.
- Balanced hands-on product design across concept, research, prototyping, and launch phases with the strategic direction needed to scale a design function inside a growing business unit.

MILEIQ (MOBILE DATA LABS)

Lead Product Designer | 2015

- First in-house designer, partnered closely with founders and peers to refine MileIQ's core experience.
- Led vision and design for a suite of SMB apps, supporting funding and acquisition strategy.
- Built an early design system in Sketch and prototyped in Principle to streamline cross-team collaboration and engineering handoff.

SKILLS

Design Leadership & Management

Design Leadership, Design Management, Team Hiring, Team Resourcing, Sprint Facilitation, Mentorship

Product Thinking & Strategy

Product Strategy, Human-Centered Design, Storytelling, Collaboration, Cross-functional Alignment

Emerging Tech & AI

Generative AI Design, AI-Assisted Workflows, Prompt Design, Transparency in AI, Ethical AI Principles

Design Systems & Platforms

iOS, Android, iPadOS, MacOS Design, Design Systems, Fluent Design, Web Design

Tools & Craft

Figma, Sketch, Prototyping, Cursor, Lovable, Motion Design

BEST APPS MARKET & FETCH

Lead Product Designer & "Design Engineer" | 2012 – 2015

- Designed Android app store alternative; modernized the UI with Material Design. Led the launch of a rebranded version of the Android app to align with Google's Material Design guidelines.
- Led front-end XML implementation and UI updates for Material design v1 as the core engineering team did not have capacity.

FREELANCE DESIGN

Freelance Designer | 2009 – 2012

- Led branding and UI work for startups.
- Launched and ran an apparel business (design, printing, eCommerce).