

## Greg Arroyo – UX Design & Leadership – Consumer & Enterprise

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Experienced designer and leader with over 15 years of shaping exceptional user experiences globally for companies such as Logitech, Microsoft, and LG. Specializing in digital product and platform design, I excel at leading collaborative teams, delivering innovative experiences, and designing intuitive interfaces, from consumer applications to multi-modal AI platforms.

### CAREER EXPERIENCE

#### **Persona** (Apr 2024 - Present: Remote/San Francisco Bay Area)

##### Founding Designer

- Designed expressive, memory-capable AI agents for mobile and web across BetterNow.ai (therapy) and the Persona AI Video Agent platform (intake, interviews, role-play).
- Defined multi-modal interaction models and engagement frameworks to guide text, audio, and video conversations.
- Built and scaled the design system to ensure consistency and extensibility across products.
- Created high-fidelity prototypes using Figma, Rive, and SwiftUI to communicate concepts, validate interactions, and support early customer pilots.
- Conducted competitive research and usability testing to inform product strategy and feature development.

#### **Freelance** (Jun 2023 - Jun 2024: Remote/San Francisco Bay Area)

##### Product Designer / Contingent Worker & Consultant

- Built a responsive design system and hundreds of screens for **Amazon Smart Vehicles**.
- Designed mobile features for **Spirit Airlines** to enhance the traveler experience.
- Prototyped AI apps and advised on design for **AI startups**, driving funding & strategy.

#### **Logitech** (Jan 2022 - May 2023: Remote/San Francisco Bay Area)

##### UX Director, Head of Software Platforms (Jan 2022 - May 2023)

- Directed a global team of 11 designers and 1 manager, and spearheaded the design initiatives for Logitech's software platforms, including Logitech G Software, Options+, and Design Systems supporting Gaming, Streaming, and Personal Workspace devices.
- Led the envisioning and design of a unified software platform.
- Defined the UX Platforms team priorities, aligning the team and partners
- Established a new "Cross Platforms Team" to spearhead the unification of Logitech's software solutions.

UX Director, Global Head of UX (Apr 2022 - Oct 2022)

- Led the transformation of a UX organization, fostering innovation and growth.
- Directed a global team of 35 professionals, including 6 managers and 29 hardware and software UX designers across 7 countries, supporting 5 business groups.
- Revamped the UX organization over 6 months to align with emerging business needs.
- Hired new talent, elevated individual contributors, and transitioned some into managers.
- Defined a Career Development Framework for UX, outlining Career Guidance, Personal Development, Conversations, and Promotion Mechanics.

**Microsoft** (Sep 2015 - Dec 2021: San Francisco, Mountain View, & Sunnyvale)

Principal Design Manager II (Yammer & Microsoft Teams, Mar 2019 - Dec 2021)

- Led a global team of product designers and writers across six locations, driving Yammer redesign and integration into the Office suite, including Teams, Outlook, and SharePoint, over 2 years, resulting in 3x MAU growth to 30M.
- Spearheaded deeper investments into Yammer's charter and facilitated the development of new products and strategic partnerships to enhance its value proposition.

Principal Design Manager (StaffHub & Microsoft Teams, Sep 2015 - Mar 2019)

- Led the design of Microsoft StaffHub from customer pilot to general availability, achieving significant growth to approximately 1 million users within the first two years.
- Orchestrated StaffHub's convergence into Microsoft Teams, growing to 8M MAU in 2 years.
- Implemented growth and engagement strategies to drive rapid expansion and integration into Microsoft Teams, accelerating Teams' growth, evolving Teams into a comprehensive collaboration platform, and reaching more frontline workers.

**HP Palm & LG Electronics** (Dec 2011 - Sep 2015: San Francisco & Sunnyvale)

Principal Designer & Manager (webOS Platform)

- Led design teams in Silicon Valley and Seoul, overseeing award-winning app, design system, and operating system development for LG webOS Smart TV and Smartwatch.
- Contributed to the acquisition of the webOS platform and team from HP Palm to LG Electronics, driving market dominance for webOS Smart TV.

**frog design** (Jun 2008 - May 2011: San Francisco)

Design Technologist

- Led prototyping and development, contributing to design and research for projects including Disney Magic Band, FLO TV, Fox Streaming News, MSN Mobile Extreme, AT&T Mobile Share, and interactive platforms for cars, home automation, and home theater systems.

## MANAGEMENT STATS

Years Managing: 9  
Career Total Directs: 65  
Most Direct Reports at Once: 19  
Largest Team Managed: 35  
Design Teams Managed: 9

## LEADERSHIP EXPERTISE

Clarity in Vision and Communication  
Strategic Design Planning and Team Alignment  
Cross-functional Collaboration  
Stakeholder Management  
Culture and Career Development  
Mentorship and Career Growth  
Manager of Multidisciplinary Teams  
Manager of Managers  
Organizational Design and Recruiting

## DESIGN EXPERTISE (CONSUMER & ENTERPRISE)

Multi-modal Conversational AI & UI, Social Networks, and Collaboration Tools  
Mobile, Desktop, Web, TV, Wearables, and Kiosks  
Platform and Operating System Design  
Hardware and Software Integration  
Mixed Methods Research  
Design Strategy and Creative Direction  
UX Design, UX Architecture, and UX Copywriting  
Interaction Design and Rapid + Hi-Fidelity Prototyping (Figma & Rive)  
UI Design and Design Systems

## FRONTEND & PROTOTYPING EXPERTISE

SwiftUI, JavaScript, CSS, & HTML  
Rapid & Interactive Prototyping  
Creative & Experimental Coding (including “vibe coding”)

## EDUCATION

Bachelor of Science in Mathematics  
California Polytechnic State University, San Luis Obispo

My full career history can be found on [LinkedIn](#) and my [Portfolio](#).