

Timothy Valderrama

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Who I am: I'm a design leader specializing in complex financial experiences, shaping platform-scale systems that balance customer trust, business outcomes, and AI-enabled innovation. (20+ years in design experience total, 9+ years in UX)

What I do: I turn complex customer, business, and technical problems into clear product direction, scalable systems, and experiences teams can confidently build.

Next role: I am looking to drive product vision and design strategy, aligning user needs with business goals while mentoring teams and elevating design quality across the organization.

9/2025-12/2025 Career Break: Rotator cuff surgery and recovery. Officially cleared by doctor Feb 3, 2026.

12/2024-8/2025 | Meta FinTech

Product Designer V (Staff Designer) – Design Consultant

- Led design strategy to reduce checkout payment friction through credential sharing and autopay, increasing iRev by 6.3% and a boost in credential coverage of 36%.
- Designed solutions to reduce ad billing credit card costs by promoting Monthly Invoicing and optimizing the AI- and automation-driven application flow, increasing conversion by 41% and delivering an estimated 20% annual savings in credit card fees.

10/2016-4/2024 | PayPal

Lead Product Designer

- Modernized PayPal's installment products (top priority project for leadership) by migrating to UI 4.0 and the Checkout Product System, enhancing user experience and visual design to lift conversion to 208% and grow monthly TPV to \$598M for Pay in 4.
- Led design strategy and end-to-end implementation across all German products, generating \$181M in monthly TPV for PayPal Monthly Installments and \$529M for Pay in 30 Days; this impact directly contributed to my promotion to Lead Designer for Global Installment products.
- Provided mentorship and strategic guidance to senior designers, upholding high design standards while driving scalable, data-informed solutions; introduced innovative concepts and process improvements to elevate team-wide design quality and maturity.

2/2015-9/2016 | Cisco Systems

Senior UX Designer – Design Consultant

- Drove end-to-end design for Cisco's premier mobile app, modernizing the experience with updated accessibility and UI standards and delivering a 43% increase in user comprehension.
- Partnered in developing a scalable UI component library and UX standards that standardized and improved Cisco's intranet navigation.
- Served as a UX advisor in the Cisco UE Clinic, delivering twice-weekly design guidance to departments seeking support for their web pages and applications.

Nielsen Norman Group

Master Certificate
Human Computer Interaction

Academy of Art University

Bachelors in Fine Arts
Major in Graphic Design

De La Salle University

Bachelors in Arts and Science
Major in Business Marketing

Expert level skills

Product thinking, systems thinking for both mobile (Andriod/iOS) and web, UX and interaction design, visual design and design systems mastery, user research and insight synthesis, stakeholder communication and influence, leadership and mentorship, cross-functional collaboration, decision-making and prioritization, vision setting and experience direction.