

Timothy Valderrama

www.timv.design

valderramadesign@gmail.com

415.685.3878

I turn complexity into clarity. By zeroing in on what drives revenue, I design simple, engaging experiences that delight users and meet business goals. I collaborate with engineering, legal, and content teams to make the impossible possible—and the complicated effortless.

12/2024-8/2025 | Meta FinTech

Product Designer V (Staff Designer) – Design Consultant

- Worked to reduce payment friction through credential sharing and autopay for consumer facing products.
- Reduced credit card costs on ads billing by upselling Monthly Invoicing and optimizing its application flow through AI and automation for merchants.

10/2016-4/2024 | PayPal

Lead Product Designer

- Leading the transformation of PayPal's installment products into UI 4.0 and the new Checkout Product System, enhancing the user experience and interface design.
- Enhancing the user experience of PayPal's global installment products by conducting comprehensive analysis and optimization efforts.
- Establishing and refining critical design product flows, setting a solid foundation for subsequent development by team designers.
- Providing mentorship and support to senior designers, offering guidance and expertise on their projects.
- Upholding high design standards, ensuring scalability, and implementing data-informed design solutions that effectively address user needs and business objectives.
- Proposing strategic solutions to enhance the design process across our team.
- Introducing fresh design concepts and ideas to drive the evolution of design practices to new heights.

2/2015-9/2016 | Cisco Systems

Senior UX Designer – Design Consultant

- Leading UX and visual design efforts for Cisco's premier mobile application.
- Collaborating with Cisco's diverse app vendors to ensure seamless UX integration and adherence to Cisco's brand guidelines.
- Designing UX and visuals for Cisco.com search functionality and internal One Search system.
- Overseeing UI, UX, navigation, and visual design aspects of Cisco's intranet navigation.
- Participating in the Cisco UE Clinic, providing expertise and assistance twice a week to other departments seeking UX and design 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