

ClaudioBAPTISTA

DESIGN LEADERSHIP

BIO

Seasoned design leader with 20+ years driving human-centered design, UX strategy, and product innovation. Expertise in building and scaling global design teams, transforming complex systems into intuitive solutions, and aligning design with business impact. Trusted partner to executives, engineers, and product leaders in consumer, enterprise, and ad tech.

EXPERIENCE

SENIOR DIRECTOR, UX DESIGN

THE TRADE DESK

April 2024 - Present

Promoted to lead the global Experience and Product Design organization at The Trade Desk, overseeing a high-performing, distributed team across the US, EMEA, and APAC.

Responsible for shaping the end-to-end user experience across a complex, enterprise-grade platform, including key areas such as Buying & Campaign Management, Data & Insights, Inventory & Publisher Solutions, Ad Serving, Identity & Partnerships, and Design Systems.

Key Accomplishments & Impact:

- **Strategic Design Leadership:** Defined and executed a forward-looking design strategy aligned with business priorities—driving product differentiation and accelerating user adoption across a \$1B+ platform.
- **Global Team Management:** Scaled and structured a world-class UX organization across time zones, fostering a high-trust, high-performance culture that balances creativity, speed, and craft.
- **Product Innovation & Quality:** Led major UX transformations including the re-architecture of Kokai (TTD's next-gen UI), delivering measurable improvements in usability, engagement, and customer satisfaction.
- **Operational Excellence:** Introduced agile UX processes and governance frameworks (ClickUp, Design Systems, Research Ops) that improved delivery velocity, quality, and cross-functional alignment.
- **Cross-Functional Influence:** Partnered closely with product, engineering, and executive leadership to align on roadmap priorities, unify fragmented workflows, and ensure user needs are represented in decision-making.

DIRECTOR, UX DESIGN

THE TRADE DESK

November 2022 – April 2024

Led, coached, and inspired a talented team of UX managers and designers, responsible for crafting and delivering the experience vision for The Trade Desk's global media buying platform.

Key Accomplishments & Impact:

- Co-led the vision and delivery of **Kokai**, a next-gen platform experience that streamlined campaign setup, execution, and measurement.
- Optimized UX processes and aligned them with the company's evolving organizational structure—improving team efficiency and satisfaction.
- Evolved **Cobblestones**, The Trade Desk's Design System, and established documentation and governance models.
- Built strong partnerships with C-level and tech leaders to improve cross-functional collaboration.

DIRECTOR, USER EXPERIENCE (DIRECT-TO-CONSUMER)

GOPRO

November 2020 - November 2022

Led the UX and product design strategy for GoPro's direct-to-consumer transformation, establishing UXD as a core pillar of the company.

Key Accomplishments & Impact:

- Spearheaded the reimagined eCommerce platform—driving significant DTC growth:
 - Revenue: \$317M (up 13% YoY)
 - GoPro.com revenue: \$94M (30% of total revenue)
 - Subscription revenue: \$14M (up 143% YoY)
 - Subscriber count: 1.34M (up 168% YoY)
- Built and scaled the UX team and processes.
- Developed GoPro's DTC Design System, enhancing brand consistency and design quality.

SENIOR MANAGER, USER EXPERIENCE (HEAD OF DESIGN)

THE WALT DISNEY STUDIOS

June 2017 - November 2020

Served as head of design, overseeing UX for internal and external products. Managed a \$1.5MM operating budget and led a hybrid in-house/agency design model.

Key Accomplishments & Impact:

- Launched **StudioDesign**, a cross-team design platform adopted by 20+ teams.
- Founded the **Studio Design Academy**, scaling design thinking across departments.
- Secured executive funding to build a dedicated design systems team.
- Delivered consistent UX standards and built strong partnerships with five external agencies.

PRINCIPAL USER EXPERIENCE ARCHITECT

THE WALT DISNEY STUDIOS

February 2016 - June 2017

Led implementation of design standards across multiple platforms. Developed cross-company interaction models and mentored UX leads.

Key Accomplishments & Impact:

- Built the first **Design Lead Council** to improve collaboration.
- Established foundational elements of the Disney design language.
- Drove strategic growth and secured key internal clients.

SR. USER EXPERIENCE DESIGNER

THE WALT DISNEY STUDIOS

June 2014 - February 2016

Led UX initiatives across Disney Studios enterprise apps.

Key Accomplishments & Impact:

- Created interaction models and architecture for Studio Technology.
- Helped establish Agile-compatible UX workflows.
- Defined best practices and documentation across projects.

ADDITIONAL RELEVANT EXPERIENCES:

- **SR. USER EXPERIENCE DESIGNER - J.HILBURN)** *November 2013 - June 2014*
- **CREATIVE DIRECTOR - MEDIA HORIZONS)** *April 2012 – November 2013*
- **DIGITAL ART DIRECTOR - OMNICOM MEDIA GROUP (OMG)** *April 2010 – May 2012*

AWARDS & INDUSTRY LEADERSHIP

InVision Talk - Create Design Culture in an Agile World (<https://www.invisionapp.com/talks/create-design-culture-in-an-agile-world>)

Disney Technology HackDay Spring 2016 – Winner of Best Existing Product Enhancement

ProtoHack – Design Mentor

Columbia University – Speaker (Master of Analytics & Applied Science)

Aquent UX Panel – Panelist

EDUCATION

Bachelor of Communication – Helio Alonso University, Brazil - 2000

Organizational Leadership – Harvard Business School Online - 2024

Disruptive Strategy – Harvard Business School Online - 2023

Design Thinking and Innovation – Harvard Business School Online - 2023

User Experience Design Certificate (Mobile Specialty) – Nielsen Norman Group NN/g - 2015

User Experience Design Certificate – New York University (NYU), New York - 2013

Marketing Certificate – Santa Barbara City College, CA - 2008