

Aki Tanaka

Product Design Leader

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Seasoned **Product Design Leader** specializing in **UX strategy, scalable design systems, and team leadership**. Passionate about building **high-performing teams, streamlining design processes, and integrating AI-driven innovations** to enhance user engagement and retention.

Key Achievements:

- **Redesigned McAfee's consumer desktop experience, improving UX** for 35M+ users.
 - **Created McAfee's first scalable design system**, enhancing UI consistency & efficiency.
 - **Led initiatives that improved stakeholder collaboration** and streamlined the **design-to-development cycle**.
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Professional Experience

Product Design Manager, McAfee

Feb 2021 — Jan 2024

Key Achievements:

- **Redesigned McAfee's consumer desktop experience**, improving usability and engagement for **35M+ users**.
- **Reduced user drop-off by 23%** by seamlessly integrating Identity & Privacy features into the desktop app, eliminating friction in the user journey.
- **Defined the product vision for a new web app**, aligning design strategy with business goals and improving feature adoption.
- **Mentored and developed a high-performing design team**, fostering a culture of innovation and career growth, leading to more efficient workflows and stronger collaboration.

Key Responsibilities:

- Developed and communicated **product vision and UX strategy** aligned with business and user needs.
- Led a **cross-functional team** of designers, engineers, and product managers, improving design execution and team efficiency.
- Championed **design thinking advocacy**, bridging gaps between design, product, and engineering teams.
- Established **best practices in accessibility and design consistency**, ensuring a seamless user experience across McAfee's consumer security products.

Leadership skills

Creative Leadership

Design Thinking

UX Strategy

Design Systems Management

Strategic Planning & Product Vision

Design Process Improvement

Cross-Functional Leadership & Collaboration

Design Team Management

Workshops & Facilitation

Coaching & Mentoring

Technical Skills

UX Design, User Research, Wireframing (Figma, Adobe CC)

Agile & Lean UX, Scalable Design Systems

AI & Emerging Tech Integration, Prototyping, Design System Governance

Manager, Product Design & Design System, McAfee

Sep 2019 — Feb 2021

Key Achievements:

- **Launched McAfee's first company-wide design system**, unifying UX across consumer products and increasing design efficiency.
- **Drove adoption of design best practices**, influencing engineering and product teams to embrace user-centered design methodologies.
- **Led cross-functional efforts to scale the design system**, ensuring seamless collaboration between designers, engineers, and product managers.

Key Responsibilities:

- Acted as **Product Manager** for the design system, overseeing development, governance, and adoption.
- Led a team of **UX designers and engineers**, fostering a culture of innovation and knowledge-sharing.
- Defined **scalability standards** for the design system, ensuring **consistency across mobile, web, and desktop** experiences.

Lead, Design System, McAfee

Mar 2019 – Aug 2019

- Spearheaded the creation of **McAfee's first consumer-focused design system**, improving UX consistency and reducing development cycles.
- **Championed adoption across teams**, influencing design language and ensuring cross-functional alignment.
- Established guidelines for scalable, **accessible, and reusable UI components**, enabling **faster product iterations**.

Sr. User Experience Designer, McAfee

May 2014 – Feb 2019

- Defined a creative strategy and design process for a new cross-platform application.
- Collaborated with fellow designers to craft a UI Style Guide and partnered with UX leadership for continuous development.

Sr. Web UI Designer/UI Lead, McAfee

Jun 2006 – Apr 2014

- Lead designer/UI developer for the Platform Development team.
- Designed large-scale consumer websites and web applications.

Languages

Japanese

Courses

Activating Strategy, IDEO U

Jan 2023 — Apr 2023

Leading for Creativity, IDEO U

Sep 2022 — Nov 2022

Cultivating Creative
Collaboration, IDEO U

Jul 2022 — Sep 2022

Service Design Doing – Essentials
Online, Stickdorn Service Design

Sep 2022

Storytelling for Influence, IDEO U

May 2022 — Jul 2022

Education

The University of Kitakyushu, B.S., Business Administration/Economics