

SUMMARY

Driving product strategy, experimentation, and user engagement at scale.
With 15+ years of experience driving product strategy, experimentation, and user experience at scale. Specializes in transforming complex, ambiguous product challenges into clear, testable strategies that improve engagement, retention, and business outcomes. Proven track record leading high-performing teams, launching 0→1 products, and using design as a decision-making function across startup and enterprise environments.

EXPERIENCE

Paramount

Jul 2025 - Present

Sr. Manager & Lead Product Designer (CBS Sports)

- Led redesign of the core product experience, transitioning to a feed-driven, personalized content model to improve content discovery and engagement
- Introduced a beta-driven product development model, using real user feedback and behavioral insights to inform roadmap decisions and reduce product risk
- Influenced product direction and stakeholder decisions by translating user behavior and feedback into clear, actionable product strategies
- Led design for live event experiences (UFC partnership), optimizing real-time user engagement

PrizePicks

Aug 2023 - Mar 2025

Sr. Manager & Lead Product Designer

- Scaled the design organization from 2 to 12 designers and researchers
- Implemented a sprint-led, experimentation-driven workflow, improving product decision-making and accelerating delivery
- Drove priority roadmap based on real user insights and discovery and implemented iterative execution
- Designed and launched Live Lineups, boosting daily active users by 235% and driving \$60M net gaming revenue increase in 90 days

TechTarget

May 2022 - Aug 2023

Director of Product Design / Lead Designer

- Led end-to-end redesign of "Priority Engine" enterprise SaaS platform
- Built and mentored a cross-functional design/engineering team
- Instituted iterative prototyping and research loops, accelerating product delivery

Hillrom

Apr 2020 - Apr 2022

Lead Product Designer

- Led design for 0→1 bedside virtual care monitor; awarded product patent
- Introduced sprint-led research practice, driving key product requirements
- Reduced call-to-physician times by 32%, improving patient outcomes

Cameron Cress

Product Design Leader

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EXPERIENCE CONTINUED..

PWC

June 2019 -
Apr 2020

Sr. Product Designer

- Designed internal systems for 55,000+ partner network in Innovation Labs.
- Helped establish internal design system across web and mobile applications.

ConnectWise

Nov 2017 -
June 2019

Principal Product Designer

- Led the integration of two acquired products into the core ConnectWise SaaS suite.
- Conducted research and user interviews to architect a unified experience across legacy systems.
- Unified the UX across 4 major SaaS products, reducing redundancy and simplifying workflows.
- Built and launched a new design system to support cross-product consistency and scalability.

Bisk Education

Nov 2015 -
Oct 2017

Director of User Experience / Lead Designer

- Built and managed a 9-person cross-functional design and front-end engineering team.
- Established company-wide UX standards, established design research, facilitated design sprints, and elevating design maturity across product and marketing teams.
- Designed and launched a redesigned student onboarding experience and new Learning Management System (LMS) to improve retention and engagement.

Voiiice Lab

Feb 2013 -
Nov 2015

Design Head

- Founded a design agency for small business efficiency
- Led product design for web apps driving customer growth and efficiency.

TeeAgent / PlayGolfPlanet

Aug 2009 -
2013

Co Founder / Head of Design

- Founded and scaled startup; led design and product development.
- Managed product/engineering team from inception through growth phase.

STRENGTHS

Design sprint facilitator

User research

Product strategy

Usability testing

Design leadership

Business acumen

UX design

AI Prototyping

UI visual design

Product thinking

EDUCATION

Valencia College
2004 - 2006

Film Production & Business administration