

# Shira Kates

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San Diego, CA

AI-FORWARD UX LEADERSHIP · PRODUCT STRATEGY · ENTERPRISE & AGENTIC UX

**Senior UX and AI strategy leader** with 20+ years shaping products from 0 to 1 across enterprise, platform, and AI-powered experiences. Most recently at Google, where I built and led AppSheet's multidisciplinary UX team through a period of **4x MAU growth**, establishing UX as a trusted strategic partner at the intersection of product vision, engineering, and generative AI. Deep craft in human-AI interaction design, vision definition, cross-functional alignment, and team development, with a strong point of view on making AI genuinely useful for real users.

## EXPERIENCE

### Staff Platform UX Lead

2022 - 2026

Google, AppSheet & Cloud AI, San Diego CA

4x MAU growth

40%+ YoY growth

80M Vertex AI tokens

400% usage increase Jul-Oct 2025

2,000+ AI-built apps

1,500 Gemini tasks/day

95% customer satisfaction

- / **Led AppSheet's multidisciplinary UX team** (design, research, writing) across creator, app-user, admin, and database surfaces; MAU nearly quadrupled with 40%+ sustained YoY growth since joining.
- / **Directed UX for Gemini-assisted app creation** and Visual First Editor Phase 2, contributing to +8.8% app creator success, +12% uplift in paid Workspace users, and +1.5% 14-day retention in enterprise; drove 2,000+ active apps built with AI and 80M Vertex AI tokens consumed in a single month.
- / **Achieved 400% increase in AI feature usage** (Jul-Oct 2025) across 300+ unique apps and 1,500 Gemini AI tasks per day, reflecting user trust in AI-augmented workflows.
- / **Led UX for Chat Apps integration with Workspace**, reducing setup from 15 steps/30 minutes to 1 minute; 1,800+ monthly deployments, 1,100+ customer domains in the first month, 10,800 annual developer hours saved. **2023 H2 Cloud Tech Impact Award.**
- / **Led UX for AppSheet Database**, contributing to +38% 28-day MAU and +39% editor MAU YoY. **Cloud Tech Impact Award.**
- / **Orchestrated UX for the Admin Console and license management** experience; onboarded 1,000+ new enterprise admins, helped unlock the Vertiv 27K-license deal, and enabled monetization for 1M+ users.
- / **Initiated and led a research-backed 3-year UX/product vision**, aligning VP-level leadership on product pillars and seeding generative AI programs including AI Verbs (200% usage increase, 2M+ AI tokens across 70+ apps) and Gemini App Creation.
- / **Presented long-term AI/UX strategy to Thomas Kurian (Google Cloud CEO)**; work seeded the first generative AI experiences shipped from Google Cloud.
- / **Defined the Evolved Agents / Frontline Worker Agent vision**, a novel approach combining apps and agents for dynamic, adaptive, hands-free enterprise UX; now influencing Cloud AI VP-level strategy, PM roadmaps, and PRDs.
- / **Founded EQ Week**, a bi-yearly hackathon mobilizing 35+ participants across 18 projects; 7 advanced to roadmap, AI Verbs debuted at Cloud NEXT, 6 features shipped to date.
- / **Established the CUJ baseline program** for measuring critical user journeys; created XFN alignment on UX health metrics now referenced in planning cycles.
- / **Explored AppSheet x AgentSpace integration** (apps as tools inside agents); concepts implemented and referenced in product documentation and PRDs.
- / **Managed and developed a high-performing team**; strategic hires including Staff Designer and conversational design specialist; one direct promoted to L6, multiple gained speaking roles at Cloud NEXT and I/O. 2025 manager survey: Deliver Results 4.58, Develop People 4.77, Build Community 4.93 out of 5.

## CORE EXPERTISE

### AI TOOLS & PLATFORMS

Gemini Agent Designer

Google AI Studio

VoiceFlow

Claude / Anthropic

ChatGPT / OpenAI

Figma AI

Canva AI

Notion AI

NotebookLM

GitHub Copilot

Vibe Coding

Claude CoWork

### AI & PRODUCT STRATEGY

Generative AI / GenAI

Agentic UX

Human-AI Interaction

LLM Product Design

AI Vision & Roadmap

0 to 1 Product Dev

### UX PRACTICE

Enterprise UX

UX Research

Design Systems

UX Writing

Conversational Design

Accessibility

CUJ & UX Metrics

### LEADERSHIP & PROCESS

Cross-functional Alignment

Executive Storytelling

OKR Planning

Design Sprints

Workshop Facilitation

Stakeholder Management

Team Development

Participatory Co-design

## RECOGNITION

- Cloud Tech Impact Award, Chat Apps (2023 H2)
- Cloud Tech Impact Award, AppSheet Database (2023)
- AI Verbs debut at Cloud NEXT (EQ Week)
- US Patent: Mobile Ad Campaign Management (2015)
- Speaker: Disruptive AI-UX Summit, SDXD, UCSD Design

## UX Consultant, Assistive AI

Aug 2021 - May 2022

### Course Hero · Freelance

Established conversational AI design practice and standards for an AI-powered homework help product. Created UX writing guidelines, conversational AI interaction patterns, and design system components for human-AI interaction.

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## Chief Design Officer

2019 - 2022

### CivicActions

Hired as Content Designer; promoted to CDO within a year. Led UX, content strategy, and design systems for government digital transformation and public sector service design. Won a \$25M federal contract as design lead.

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## Director, Ad Platform Programmatic Intelligence UX

2014 - 2017

### Yahoo / BrightRoll

Led UX for ad platform and programmatic intelligence products through BrightRoll's \$640M acquisition by Yahoo. Built the UX practice from the ground up across data, analytics, and platform surfaces.

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## Senior Content Designer, Knowledge UX

2013 - 2014

### Google (Maps, Search, Identity)

Content design for launched feature experiments including Explore Around You. Led the content audit of the entire Google Maps experience, improving UX for billions of users.

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## Content Systems Expert

2012 - 2013

### Accenture Interactive

Content systems and UX strategy for enterprise clients including Meta, HP, and Microsoft.

- Secured Cloud NEXT & I/O slots for direct reports

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#### CERTIFICATIONS & COMMUNITY

- Hudson Executive Coaching Certification (2025)
- G2G Coach & gMentor, Google
- UCSD Design Lab, mentor & judge
- Grace Hopper Celebration, equity advocate
- A11y partnerships, Chrome Accessibility

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#### EDUCATION

### MBA, Design Strategy

California College of the Arts

### BA, English Literature

Skidmore College