Shira Kates

AI/UX Strategy · Design Leadership · Human-AI Interaction

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SUMMARY

Design executive and AI/UX strategist with 20 years leading products across enterprise, consumer, and AI-powered experiences. Known for turning around teams, turning visions into impact, and staying hands-on as a researcher, content designer, and hypothesis-driven generative UX. Deep expertise in agentic platforms, conversational AI, and cross-functional alignment at scale.

EXPERIENCE

UX Manager & Staff UX Lead Google, Cloud AI / AppSheet *2022 - 2026 San Diego, CA*

4x MAU growth · 40%+ YoY · 80M Vertex AI tokens · 2,000+ AI-built apps · 1,500 Gemini AI tasks/day

- Inherited a struggling UX team; made strategic hires, developed talent, and managed out underperformers, establishing UX as a trusted strategic partner to engineering and product leadership.
- Initiated and led a research-backed 3-year product vision, aligning VP-level leadership on product pillars and seeding generative AI programs including AI Verbs (200% customer usage increase, 2M+ AI tokens across 70+ apps).
- Directed UX for Gemini-assisted app creation and Visual First Editor, contributing to 8.8% increase in app creator success, 12% uplift in paid Workspace users, 2,000+ active AI-built apps, and 80M Vertex AI tokens in a single month.
- Guided UX strategy for Chat Apps integration with Workspace, enabling 1,800+ monthly deployments and 1,100+ customer domains in first month, saving approximately 10,800 annual customer development hours. 2023 Cloud Tech Impact Award winner.
- Drove UX for AppSheet Database: 38% increase in 28-day MAU, 39% editor MAU YoY. Second Cloud Tech Impact Award.
- Orchestrated UX for Admin Console and license management, onboarding approximately 1,000 new enterprise admins, helping unlock a 27K-license deal, and enabling monetization for 1M+ users.
- Defined Evolved Agents and Frontline Worker Agent vision, now influencing Cloud AI VP strategy and PM roadmaps.
- Founded EQ Week, a bi-yearly AI innovation hackathon: 35+ participants, 18 projects, 7 advanced to roadmap, AI Verbs debuted at Cloud NEXT.
- Manager survey 2025: Deliver Results 4.58, Develop People 4.77, Build Community 4.93 out of 5. Direct reports gained speaking roles at Cloud NEXT and Google I/O; one promoted to L6.

Chief Design Officer CivicActions *2019 - 2021 Remote*

- C-suite design leader for a $20M public sector digital transformation consultancy.
- Won $25M Medicare.gov contract as design lead.
- Created product management, design ops, and content design disciplines from scratch.
- Led UX and product delivery across federal contracts including the VA, Centers for Medicare, National Science Foundation, and USDS.
- Drove company-wide brand and website redesign.

Principal & Fractional CDO Snapdragon Strategy *2017 - 2022 Remote*

- Served as fractional Chief Design Officer and strategic design advisor across multiple concurrent engagements.
- Led research, product strategy, design sprints, and hypothesis-driven 0-1 product development.
- Key clients: Course Hero (AI-powered homework helper), Weight Watchers, Artnet, Travel Channel, Orchid Labs (crypto/blockchain UX research operations).

Director of Product Design BrightRoll / Yahoo Ads & Data *2014 - 2017 San Francisco*

- Led UX team through $640M acquisition by Yahoo; grew scope from one product to four platforms across 24 FTEs.
- Built design system for Yahoo's demand-side ad platform.
- Defined content strategy and UX writing practice across enterprise SaaS video ad products.
- Invented and led design of native iPhone app; patent filed (US 077693-8019).
- Selected as professional mentor for US State Department TechWomen program 2014-2016; partnered with CEO Marissa Mayer to bring program to Yahoo.

Senior UX Content Designer Google *2013 - 2014 Mountain View*

- Reported to the Head of Content Design for Search, Maps, and Identity.
- Collaborated with senior researchers to translate insights into new product features across Google's highest-traffic surfaces.

Senior Digital Strategist Accenture *2012 - 2013 Seattle*

- Advised executive clients at HP, Microsoft, and Facebook on content strategy and UX.
- Led customer research, task flow mapping, and persona integration.
- Trained 100+ employees on publishing best practices.

Product Manager, Content & Publishing AT&T Interactive *2010 - 2012 San Francisco*

- Led content and publishing for a profitable live advice platform, concurrent with MBA.
- Managed content team, conducted customer research, and drove product improvements.

Founder & Principal Snapdragon Strategy *2006 - 2010 New York*

- Launched and ran a brand strategy and experience design consultancy.
- Key clients: Travel Channel, MySpace, Charles Schwab, Playdom (acquired by Disney 2012 for $763M; work contributed to multi-million dollar NBA sponsorship partnerships).

CORE EXPERTISE

AI & Product Strategy Generative AI · Agentic UX · Human-AI Interaction · LLM Product Design · AI Vision & Roadmap · Hypothesis-Driven 0-1 Product Development

UX Practice Enterprise UX · UX Research · Conversational Design · Design Systems · UX Writing · Accessibility · CUJ & UX Metrics

Leadership & Process Cross-functional Alignment · Executive Storytelling · OKR Planning · Design Sprints · Workshop Facilitation · Team Development

RECOGNITION & COMMUNITY

- Cloud Tech Impact Award x2, Google Cloud (2023)
- US Patent application: Mobile Ad Campaign Management (US 077693-8019)
- Speaker: AI Talks / One Club for Creativity (2026) · Disruptive AI-UX Summit · SDXD · UCSD Design panels (2024)
- Hudson Executive Coaching Certification (2025)
- UCSD Design Lab, mentor and competition judge
- Guest lecturer: CCA dMBA, NMSU AgSprint/HealthSprint, Parsons/The New School
- Core77 Design Award, Design for Social Impact (2011)

EDUCATION

MBA, Design Strategy California College of the Arts

BA, English Literature Skidmore College