Davey Miyabe

Senior Director / VP, Product Design

Design leader who builds teams, product and systems.

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SUMMARY

- UX & product design executive with 16 years launching, managing, and scaling design operations across automotive, sports, and enterprise technology.
- Grew design teams from 1 to 9 at Second Spectrum and 2 to 7 at Liferay, built the Instil team from scratch, and led 14 designers across three Toyota teams at Saatchi.
- Led design through measurable growth: Toyota SmartPath from $500K to $2M, a $20M Series B at Second Spectrum, and a $15M Series A at Instil.

WORK EXPERIENCE

Case studies: daveymiyabe.com

Instil

INSTIL.IO / 2020 TO PRESENT

Head of Design

Products: **Instil Platform**, a CRM with fundraising, events, and membership modules, donor portal, auctions and seating; and **Instil Relay**, AI-integrated tools.

- Recruited to lead design for an integrated CRM serving global nonprofit organizations. Partnered with the CEO and fellow executives on research, roadmap, and creative direction.
- Partnered with the CTO and CPO to create the GTM strategy, securing **40+ clients** and **$15M in Series A funding**.
- Designed the products from 0 to 1 and to scale, plus the marketing and branding. Founding executive team member (5th employee); defined roles across design, engineering, marketing, and product, and helped hire to just under 40 people.
- Built the design team from the ground up (peak of 4), establishing a culture of collaboration and earning accolades for new and innovative UX and app interfaces.
- Spearheaded company-wide AI initiatives and led the first AI features end to end: donor briefings that took hours now take about 30 seconds, and voice-logged meeting notes take about 3 minutes instead of 15 to 30.
- Working with product and engineering to build an end-to-end AI product development system that cut delivery from about **5 months to 3 weeks**, supported by a design system and design ops I built.

Saatchi & Saatchi LA

2017 TO 2020

Associate Creative Director, UX

Led three Toyota design teams (SmartPath, Toyota Owners, Toyota Financial Services): 14 designers plus a dotted line to about 20 UX designers. Sized each team to its contract budget.

- Grew Toyota SmartPath from a **$500K** website widget to a **$2M** end-to-end car shopping product, the first of its kind to allow online buying. **Led all aspects** of the project.
- Rolled out from 2 pilot dealerships to about 10, then in waves. Same dealers, before and after: **sales up 22.75%** and **gross profit up 42.55%**, with about 60% of shoppers taking the first offer.
- Creative-directed the digital implementation of Toyota's Start Your Impossible Olympics campaign, garnering international accolades including the Cannes Gold Lion Award and the Grand Prix Clio Award in 2019.
- Introduced human-centered design and an agile way of working that became Toyota's blueprint for working with vendors.

Second Spectrum

SECONDSPECTRUM.COM / 2014 TO 2017

Creative Director / UX Design Manager

Led a team of UX and product designers, film editors, animators, 3D modelers, and production artists. Grew the design team from 1 to 9 full-time (15 with contractors) over three years.

- **Collaborated with CEO, CTO, and COO** to generate consumer-focused products across social graphics, articles, TED Talks, motion, entertainment, and digital apps, helping the company win **multiple Sports Emmys**.
- Led design of the products from 0 to 1 and to scale, and, with the founders, the marketing and branding, as the Second Spectrum suite of tools was adopted league-wide across the NBA, ESPN, Turner Broadcasting, and Sky Sports, and the company raised a **$20M Series B**.

KEY PROJECTS

- **ClippersIQ:** App designed to enhance the Clippers live game experience by advancing analytics to inform and engage fans.
- **StoryBoard:** Interactive tool that enables new data-driven stories to be told in a consumable manner.
- **CourtVision:** An enhanced viewing experience utilizing player tracking data and semantics to provide fans a customizable watch experience.
- **Creator & Insight Platform:** Analytics and data visualization tool for teams and media outlets to provide consumable sports metrics.

Liferay

LIFERAY.COM / 2010 TO 2014

Global Design Manager

Transformed a challenged marketing and design team by breaking down silos and bridging the divide between internal teams. Developed the company's brand and digital presence to allow it to scale.

- Grew the design team from 2 to 7 (**250%**) as the company grew from about 50 to **700 people** across 8 countries. Supported the languages and cultures of each team.
- Advanced the company from a small industry player to hosting a **2K-guest conference** providing brand experiences for clients.
- Established the UX practice from inception, starting in marketing design, including all processes and procedures.

EARLIER ROLES

Graphic Designer, Looking LA, 2009 to 2010 | Graphic Designer, Lakeshore Learning Materials, 2008 to 2009

Teaching

CSULB.EDU / 2022 TO PRESENT

Adjunct Professor, User Centered and Mobile Design, Cal State Long Beach

Taught UX and mobile design courses for up to 24 students per semester. Collaborated with tenured faculty to develop curricula to bridge the gap between graphic and product design. Mentored students interested in pursuing the subject as a career, connecting them with potential employers and industry leaders.

SKILLS

Executive Collaboration · Global Leadership · P&L Ownership · AI Product Development · Design Systems & Design Ops · Business Transformation · Go-to-Market Strategy · App Design · Product Management · Strategic Partnerships · Disruptive Technology · Product Design · Creative Direction

TOOLS

Figma · Claude · Codex · Antigravity · User Research

INDUSTRIES

Automotive · Entertainment · Professional Sports · Tech · Fortune 50 · Enterprise

EDUCATION

BFA, Graphic Design
Cal State Long Beach

Certified Scrum Master
Scrum Alliance

UX & Usability Certificate
Cal State University Fullerton

AWARDS

Gold Lion Award
Cannes

Grand Prix Award
Clio

COMMUNITY

Volunteer Mentor
LA-Tech.org

RECOMMENDATIONS

"… always handled 'fires' and 'situations' with grace and logic … looked out not only for his team but for others as well."

Maria An
Associate Creative Director, Experience Design, Mint Mobile

"… leadership style of placing people first, and knowing how to navigate company culture changes by forming genuine relationships across the organization."

Moshe Shmuel
Founder & CEO, Cohesion Systems

"… Not only does (he) possess an extreme ninja style knowledge of both UX & design, he will also surprise you with his guru nice human talents."

Nick Franchi
Visual Design Lead, Google