

Ed Macovaz
Resume

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In short...

I'm a design generalist who takes a broad view of design and a flexible approach to my work. I have over 6 years experience leading design teams, and 12 years of experience working in product design.

Work History

Senior Product Designer
Rasa
Jan 2020–present

I work on the user experience of Rasa Open Source and Rasa X.

Product Designer
Product & Service Discovery
Ableton
2018–2019

I work with executive and product leadership to develop Ableton's strategic roadmap

- Helped leadership with product strategy by mapping out the experience and analysing the impact of potential new products and services.
- Designed and built tools for Ableton's design system

Head of Design
Ableton
2014–2018

I lead the Ableton product design team, including interface, experience and industrial design, as well as user research.

I built and managed a product design team that designed and shipped world class products.

- Grew our product design team from 3 to 22 designers and researchers.
- Brought interface and industrial design in-house.
- Developed our approach to recruiting, compensation, feedback and professional development.
- Coached and mentored designers.

I was responsible for making sure Ableton's design met the highest possible standards.

- Advocated for investing in design quality from projects up to the executive level.
- Helped team develop critique, review, sharing and documentation practices to support design at scale.

