

LIA T. NAPOLITANO
San Francisco, California
hi@lianaps.com

EXPERIENCE

Caffeine Inc.

Redwood City, CA

VP, Design

2021 - Present

- Leading product design and brand studio for a live social broadcasting platform; inclusive of interaction and visual design, design systems, prototyping, and strategic concepts across mobile, web, and connected TV applications
- Executive leadership of 50+ person product pillar with VP Product and CTO; directing designs from North Star to MVP, driving user focus, setting product roadmap, raising implementation quality bar, and accelerating timelines
- Discovering and developing design talent; creating a collaborative, encouraging, above-and-beyond, 10+ designer team

Director of Design

2019 - 2021

- As Director of Design and Interim VP Product, planned, crafted and shipped public launch of our platform and brand
- Created and led a multi-disciplinary design organization; provided creative direction, hands-on implementation, and pixel-level critique; defined product strategy with CEO, set design roadmap, and collaborated on engineering timeline

Meta

Menlo Park, CA

Design Lead, Quest

2018 - 2019

- Responsible for end-to-end user experience design for Oculus Quest, the first untethered device from Meta offering six degrees of freedom; directing design explorations, quality, and consistency across the work of 80+ designers
- Initiated and drove visual design refresh for Android OS surfaces by Oculus Quest launch, collaborating with product and engineering to pull in long-term design vision, leading audits of existing surfaces, resourcing available designers
- Designed key product features including Out of Box Experience, Guardian, System Environment, System Interfaces and Navigation; creating proposals, storyboards, wireframes, research study design, final specifications

Independent Consulting

San Francisco, CA

Design Partner

2015 - 2018

- Product design strategy, research and services for early and growth stage companies, including
 - Conceptualizing interaction design and researching a driverless future for an electric car company
 - Designing, prototyping and testing a conversational UI experience for a home-sharing company
 - Redesigning the driver experience for a ride-sharing company as part of a skunkworks team
- Creative direction, brand services and printed goods for emerging consumer packaged goods and brick and mortar brands; crafting logos, interior design guidelines, style guides and brand collateral; managing creative teams

Apple

Cupertino, CA

Design Lead, Siri

2012 - 2015

- Leading design of Siri for Apple TV, HomeKit, SiriKit, and contributing to future AI and ML products
- Design leadership, feature definition, wireframes, use case definition, prototypes, engineering collaboration and crafting executive proposals for HomePod, Hey Siri, name training, Siri integration with Shazam and Photos

Designer, User Experience

2010 - 2012

- Leading visual design, interaction design, and design research for the iPad app used by the Apple Retail Genius Bar
- Pivoted team to a scalable design pattern with legible, consistent visuals; created and drove in-store research and working style to bring engineering and business on board with the proposal and implementation plan

PROJECTS

Design Ambassador, Consumer Design Community

San Francisco, CA

Greylock Partners

2015 - 2018

Designing events to create community, including an ACLU design sprint and leading a fireside chat on AI.

Co-Founder and Lead, Tech Talks

Cupertino, CA

Apple

2014 - 2015

Co-creator and lead of speaker series, with technical talks by technical women to 350+ person live audiences at Apple.

SELECTED PATENTS

Intelligent automated assistant in a media environment. U.S. Patent 10379715, granted August 13, 2019.

Automatically adapting user interfaces for hands-free interaction. U.S. Patent 10705794, granted July 7, 2020.

Intelligent device identification. US Patent 11587559, granted February 21, 2023.

EDUCATION

Wellesley College

Wellesley, MA

Media Arts and Sciences B.A., Concentration in Computer Science

2006 - 2010

Computer Science Independent Study, Wellesley College, *Advisor Dr. Orit Shaer*

2009 - 2010

Undergraduate Research Opportunity, MIT Media Lab, *Advisor Rob Morris, Research Fellow*

Fall 2009