

KAY HOFMEESTER

kayhof@outlook.com
+1-425-999-6044
www.kayhofmeester.com

Innovative Product Design Manager with deep expertise in AI and wearable technology. Proven success in defining product strategy, building high-performing design teams, shaping executive decision-making, and launching groundbreaking user experiences at Meta, Amazon, and Microsoft, delivering market-leading products.

Key Strengths

- **AI/AR Product Strategy:** Defined design vision and strategy, collaborating with VP- and CEO-level executives (Bezos, Zuckerberg) at leading tech companies.
- **Team Leadership:** Built and led 12+ multi-disciplinary teams across product design, prototyping, conversation design, and user research.
- **UX Innovation:** Delivered cutting-edge UX solutions for wearable devices, multi-modal inputs (touch, voice, hands, gaze), and AI technologies resulting in innovative products. (Alexa, Orion)
- **Patents and Technology Development:** Filed 30+ patents and drove invention in AI (vision and activity models), voice (TTS, ASR, NLU), and AR (display and rendering) technologies.
- **Industry Thought Leadership:** Presented at leading conferences (SxSW, CHI), authored influential publications and taught design courses at the University of Washington.

Experience

Meta Reality Labs

Product Design Manager, Seattle, WA, 2017 – present

AI Strategy and Wearables

Defined AI strategy and hands-on designed flagship AI experiences for AR glasses and Ray-Ban Meta products, shaping the wearable product roadmap and design teams.

Orion Successor

Led team to develop design and AI strategy, value proposition and experiences, enabling product greenlighting and delivering patented innovative hardware solutions.

AR Glasses (Orion)

Led team to define the vision, use cases, and input models for Orion AR glasses in collaboration with executive leadership (Boz/Zuck). Designed AI-enabled experiences. Resulted in successful release.

Team Leadership

Recruited and led four design teams (Research, Experiences, Input, and Ray-Ban Stories). Managed work for two SWE prototyping teams and three creative agencies.

Facebook Reality Labs/Oculus Research

Defined design vision and input language for AR. Engaged with executive leadership (Boz/Zuck).

Microsoft Health

Principal Design Manager, Redmond, WA, 2015 – 2017

- Led product design for the Microsoft Band Wearable and Health app, aligning with CVP-level executives. Achieved sold-out launch of wearable product and app.
- Partnered with Microsoft Research and business teams to explore new opportunities, resulting in contracts with hospitals (Brigham, Fred Hutch), pharmaceutical and EHR companies.

Amazon Alexa

Design Manager, Seattle, WA, 2012 – 2015

- Built Alexa's foundational design team, covering product design, conversation design, and user research.
- Directed design of Alexa's initial voice interaction model, app interface, and device experience, collaborating with CEO Bezos, resulting in launch (6x forecast) of market-leading product.

Microsoft

Senior UX Manager, Redmond, WA, 2006 – 2012

- Drove multi-modal input design innovations for Kinect (Xbox).
- Led team responsible for creating a touch-first Windows 8 UX and the Windows App Store.
- Led the team spearheading UX design strategy for the Surface Touch table, pioneering large-scale multi-touch interaction.

Early Career

Product designer/design manager/creative director, Amsterdam/New York, 1994 – 2006

Held key design and leadership roles at Philips Electronics, Agency.com, and other firms. Developed expertise in strategy, experience design, and team leadership for global clients, including T-Mobile, Heineken, and Accenture.

Education **MSc, Industrial Design Engineering** | Delft University of Technology, The Netherlands

Thought leadership

Selected Conference Presentations

- Strat Europe – *Probabilistic Design: AI Drives a UX Paradigm Shift*
- SxSW Interactive – *The Future of Touch and Busting the myth: Natural input requires learning*
- CHI – *Self-revealing gestures; Using metaphors to create a natural user interface for Microsoft Surface; Presence and Sensuality in product design: a structured approach*
- Microsoft Build conference – *Designing Metro style apps that are touch-optimized*

Selected Publications

Editor for book *New Media for Older People* and special issue of *CHI Interactions* magazine.
Contributor to book *Brave NUI World*. Two Microsoft *Thinkweek* top-10 rated papers.

Teaching Engagements

Instructor at the University of Washington, teaching courses in Interaction Design, Interface Design, and Multi-Modal Input Design.

Personal Engagements

- Write non-fiction essays for publication, focusing on health-related topics.
- Perform improv, developing quick thinking, collaboration, and presentation skills.

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www.linkedin.com/in/kayhofmeester