

Kay Hofmeester

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Product Design Leader

Innovative design leader with 20+ years of expertise in product innovation, AI, and managing design organizations at scale. Proven success in defining design strategy and vision, building high-performing design teams, and driving cross-functional excellence with Product and Engineering. Expert in establishing scalable design systems, directly contributing to design execution, championing user-centered design principles, and delivering industry-leading consumer products at Meta, Amazon, and Microsoft that enhance user engagement while maintaining quality.

- **Strategic Vision and Executive Leadership:** Defined long-term design strategy and vision, collaborating with VP- and CEO-level executives (Bezos, Zuckerberg) to drive cross-functional excellence, align design efforts with business objectives at leading tech companies, and enhance user engagement
- **High-Performing Team Leadership:** Built, mentored, and led 12+ high-performing, multi-disciplinary design teams at scale across product design, prototyping, conversation design, and user research, establishing mature design organizations, including mentoring senior designers and managers
- **User-Centered Innovation:** Delivered industry-leading UX solutions for consumer-facing products including wearable devices, multimodal inputs (touch, voice, hands, gaze), and AI-powered technologies (Alexa, AR glasses)
- **Design Systems and Technology Development:** Filed 30+ patents and drove scalable innovation in AI (vision and activity models), voice (TTS, ASR, NLU), and AR (display and rendering) technologies, establishing design principles and frameworks for consistency across platforms
- **Thought Leadership and Design Excellence:** Presented at leading conferences (SxSW, CHI), authored influential publications, taught user-centered design principles, elevating design craft, and fostering collaborative design

Experience

Design Strategy Consultant, Seattle, WA 2025 – Present

- Advising startups on design strategy, AI interaction models, and team development, delivering compelling product visions and high-performing design teams
- Establishing scalable and consistent design principles and frameworks for emerging technology products

University of Washington, Seattle, WA 2025 – Present

Lecturer, Product Design

- Teaching graduate-level courses on user-centered design principles, multimodal input, and emerging technologies like AI / AR, developing next-generation designers with strategic thinking capabilities
- Mentoring design students in iterative experimentation and design processes, collaborating and innovating

Meta Reality Labs, Seattle, WA 2017 – 2024

Senior Product Design Manager / Platform Director

2nd Generation AR Glasses

- Built and led high-performing cross-functional team to develop design strategy and AI-powered experiences, enabling product greenlighting, and delivering industry-leading product solutions
- Defined long-term strategic vision for flagship AI experiences across AR glasses platforms, shaping product roadmaps, and establishing scalable design organization

1st Generation AR Glasses (Orion)

- Led strategic collaboration with executive leadership (Boz/Zuck) to define AR experiences and multimodal input models, resulting in successful release of industry-leading AR glasses prototype
- Recruited and mentored high-performing design teams of 25+ people across disciplines, establishing a scalable design organization, optimizing design processes and elevating design craft

RayBan Meta Glasses

- Developed end-to-end product strategy for wearable consumer device, resulting in successful product launch and market adoption

- Designed AI-powered wellness experiences through cross-functional collaboration, delivering successful strategic partnerships and user engagement

Meta Reality Labs Research

- Defined design vision and multimodal interaction language for AR glasses, resulting in critically praised input systems with EMG and eye-tracking
- Built and led design teams in research organization, establishing design presence, and driving innovation for human-computer interaction paradigms

Microsoft Health, Redmond, WA

2015 – 2017

Principal Design Manager

- Led product design strategy for consumer-facing wearable and health platforms, increasing user engagement 10-fold and achieving sold-out product launch
- Partnered with research and business teams to drive vision and strategic health initiatives, resulting in enterprise-level contracts with hospitals and pharmaceutical companies

Amazon Alexa, Seattle, WA

2012 – 2015

Senior Design Manager

- Built foundational design organization and scalable processes across product design specialties, establishing framework for large-scale design operations
- Directed design strategy for multimodal voice interaction model and customer experiences, collaborating with CEO leadership to deliver market-leading product, exceeding forecast by 6x

Early Career, Amsterdam, NL / New York, NY / Seattle, WA

Senior UX Manager / Creative Director / UX Designer

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

Education

Master of Science (MS) - Industrial Design Engineering

Delft University of Technology, The Netherlands

Skills

Leadership and Management: Team Building at Scale, Design Organization Development, Executive Stakeholder Communication, Management and Alignment, Cross-Functional Partnership, Resource Planning and Allocation, Team Development and Mentorship, Leadership, Adaptability, and Change Management

Strategy and Vision: Design Strategy and Roadmapping, Strategic Vision and Long-Term Planning, Innovation and Emerging Technology, Business Objective Alignment, Product Strategy Contribution, Innovation Leadership

Design Systems and Quality: Scalable Design Principles, Direct Design Contribution, Design System Development, Design Quality Standards, Consistency Across Platforms, Rapid Prototyping and Experimentation

User-Centered Design: User Research Integration, Data-Informed Design Decisions, Customer Journey Optimization, Usability Best Practices, User Engagement and Retention

Collaboration and Process: Agile Methodologies, Design Process Optimization, Workshop Facilitation, Design Operations, Iterative Design and Testing

Tools

Adobe CC, Figma, ProtoPie, Node JS, React, Blender, generative AI tools, FigJam, Miro, Mural, Jira, Confluence

Selected Conference Presentations

- World Summit AI – *The Body Is the Interface – Symbiotic AI for the Physical World*
- 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 for a natural UI; Presence; Sensuality in product design*