



TIMOTHY WHALIN

Strategic UX leader delivering transformative impact by inventing lovable products using emerging tech and guiding teams to design excellence.

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experience

Sept 2021 - Present
Seattle, WA

Sr Staff UX Designer at Google (Search Ads)

I drive UX strategy and execution for high-impact, multi-quarter projects across Google's \$238B Search Ads business. My work is to reimagine how billions of users search for information and discover commercial solutions on Google Search. This involves leading the work across multiple UX teams, cross-functional leaders, and navigating strategic alignment with Ads, Shopping, and Organic organizations. My key projects include innovative GenAI ad formats and experiences, our first vision-first ads solution, evolving ads with AI Overviews, ad personalization, and creating new monetization opportunities. I balance hands-on delivery with scalable leadership to deliver both near-term revenue and long-term product differentiation. I also mentor senior ICs and lead senior IC efforts within the Google UX community.

Aug 2013 - Aug 2021
Seattle, WA

Principal UX Designer at Amazon

I led the UX for many launches across Retail and Devices, including flagship projects for Alexa Shopping, Alexa Auto, and Amazon App navigation. I drove the delivery of multi-platform shopping innovations (TV, Apple Watch, Fire Phone, Voice, Camera) and pioneered mobile design approaches that scaled across complex, revenue-generating projects, generating \$800M+ in annual revenue growth and impacting every mobile team in Retail. I was promoted twice, demonstrating my ability to impact the business and scale across many complex projects. I scaled my mentoring by publishing weekly to an internal newsletter, subscribed by more than 5,300 Amazonians and 150K views on wiki.

Sept 2012 - June 2013
Denver, CO

Mobile Interaction Designer at Deloitte Digital

Partnered with Kaiser Permanente on award-winning redesigns for iOS and Android apps, setting new standards for mobile healthcare UX. Spearheaded features for medical records access, appointment scheduling, and real-time doctor communication.

Apr 2012 - Sept 2012
Colorado Springs, CO

UX Designer at Intelligent Software Solutions

Worked as the first UX Designer in an org with over 600 engineers. I drove the UX on multiple, strategic projects by providing creative directions, designs and prototypes. I defined processes to elevate UX standards in the company including research methodologies.

June 2011 - Apr 2012
Denver, CO

Senior UX Designer at Caption Colorado

Drove the user experience of multiple v1 projects to create new tools and services that leveraged the company's closed captioning services.

Jan 2010 - June 2011

Lead Designer at World Challenge, Inc.

Aug 2008 - Jan 2010

Lead Designer at Photographer's Edge

Apr 2003 - Present

Freelance design for many start ups, nonprofits, and small businesses

design

Multi-org Alignment
Strategic Vision
Executive Stakeholder Engagement
AI-Driven UX
Data-driven UX
Talent Management
Executive Presentations
User Experience (UX)
User Interface Design
Interaction Design
User Research
Information Architecture
Content Strategy
Inclusive CX & Accessibility
A/B Testing
Front-End Development

software

Figma
ProtoPie
Sketch
FramerJS
Flinto
Photoshop
Illustrator
InDesign
After Effects

education

Bachelor of Science in Advertising and Digital Media Design from Colorado Technical University
2007-2011 in Colorado Springs