

MARY SALVATERA

Product Design Leader · Hands-On & Strategic · AI/ML Product · Design Systems · Enterprise SaaS

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SUMMARY

Hands-on product design leader with 15+ years leading end-to-end product design, design systems, and AI-driven innovation for B2B and B2C enterprise SaaS at AT&T, Comcast, Samsung, eBay, and Sony. Equally comfortable setting design strategy and shipping the work. Builds and scales high-performing, cross-functional design teams while staying close to craft, systems, and customers, and partners with product and engineering leadership to align UX, AI adoption, and business goals. Measurable impact includes \$150M+ in cost savings, 20%+ activation and engagement gains, and double-digit NPS improvement. Named inventor on U.S. patents.

CORE COMPETENCIES

Design Leadership · Product Design · UX Strategy · Design Systems · Product Strategy · Enterprise SaaS (B2B/B2C) · AI/ML Product Design · Generative AI · Conversational AI & NLP · AI Governance & Responsible AI · Prompt Engineering · Human-AI Interaction · Product Operating Models · DesignOps · Roadmap Prioritization · Executive Stakeholder Management · Cross-Functional Leadership · Team Building & Mentorship · Service Design · UX Research · Accessibility (WCAG) · Mobile & Omnichannel · Global / Distributed Teams

PROFESSIONAL EXPERIENCE

Senior Director, Product Design

Nov 2025 – Jul 2026

Ontic Technologies · Austin, TX (Remote)

- Led product design as a strategic pillar for Ontic's AI-powered Connected Intelligence platform, partnering with Product, Engineering, AI, and executive leadership on vision, roadmap, and long-term platform strategy.
- Designed a new Product Design operating model and design intake and review process that improved cross-functional collaboration, ownership, and delivery predictability.
- Established AI design principles and governance for enterprise product teams and introduced practical Generative AI workflows into the design organization.
- Unified experiences across multiple enterprise applications through shared design patterns and reusable components, raising quality while reducing implementation effort.
- Facilitated international design and executive strategy workshops with distributed U.S. and India teams to align on platform vision, AI adoption, and UX standards.
- Built and mentored a high-performing product design team and elevated organizational design maturity.

AVP, Product Design & Innovation

Nov 2024 – Nov 2025

AT&T · Dallas, TX (Hybrid)

- Recruited by the Chief Product Officer to establish a new Product Design & Innovation capability for the AT&T Business product organization.
- Built a People-Product-Process-Profit operating framework and design intake and triage model that improved prioritization, design velocity, and portfolio alignment.
- Defined the vision for a Dynamic Business Portal to unify fragmented B2B experiences and drive contextual upsell at scale.
- Partnered with product and engineering on flagship initiatives (Dynamic Defense, SD-WAN, IoT connectivity), influencing portfolio decisions worth tens of millions in revenue.

Executive Director, Product Design & UX

Oct 2022 – Nov 2024

Comcast (Advertising / FreeWheel) · New York, NY

- Led a global design team that unified five disparate advertising platforms into a streamlined media buying, planning, and reporting experience for clients including Apple, Viacom, and NBC.
- Scaled the enterprise design system, improving operational efficiency roughly 20% and accelerating product iteration while maintaining design quality.
- Drove data-driven UX decisions that improved campaign performance and reporting accuracy across a complex advertising ecosystem.

Senior Creative Director, Product/UX Design & Customer Experience

May 2018 – Oct 2022

Comcast NBCUniversal · Philadelphia & New York

- Established Comcast's first Customer Experience Design team, focused on AI, ML, NLP, and anticipatory experiences.
- Launched 5 major B2C and 2 B2B products on quarterly release cycles, including two video streaming services and three releases of an AI virtual assistant across voice, SMS, and social.
- Delivered \$150M in ongoing cost savings, a 20% activation increase, and a 15-point NPS improvement through redesigned onboarding and activation.
- Created the "Choreo" design framework for scalable consistency across product lines; served as a national DE&I and ERG liaison.

Senior Manager II, UX & eCommerce

Nov 2016 – Apr 2018

Samsung Electronics America · Seattle, WA

- Led UX of the Samsung.com responsive redesign (+25% mobile conversion) and iOS/Android app redesigns (4.5 stars, 1M+ downloads in the first month).
- Reduced onboarding drop-off 30% and built the mobile e-commerce pattern library adopted across Samsung digital properties.

Senior Manager I, UX & Marketing

Mar 2015 – Nov 2016

Samsung Electronics America · New York, NY

- Led the Samsung.com global re-platform (Sitecore to Adobe Experience Manager) and established global design patterns adopted by all regional teams (+30% efficiency).
- Built the business case and strategy for the Samsung Shop App and drove the My Account experience (+20% repeat purchases, +15% average order value).

Senior Interaction & Product Design Lead

Jun 2014 – Feb 2015

eBay Inc. · San Jose, CA

- Led design-system, email-standards, and accessibility strategy across eBay.com and supporting applications.
- Advanced multiscreen and gesture patterns and championed human-centered design; accessibility work reduced task time roughly 20%.

UX Manager, Sony VAIO

Jun 2012 – May 2014

Sony Electronics · San Diego, CA

- Led global VAIO Care hardware and software UX with a 30+ person cross-functional team of design, UX, and engineering.
- Secured a design patent and achieved 83% user satisfaction for the redesigned VAIO software suite.

EDUCATION & CERTIFICATIONS

- B.S., Interactive Media Design (Information Architecture & Human-Computer Interaction) · The Art Institute of California, San Diego · GPA 3.86, Phi Theta Kappa Honor Society
- Organizational Leadership · HarvardX (Harvard Online)
- Generative AI for Leaders · Vanderbilt University (2024)

PATENTS & RECOGNITION

- Named inventor on a U.S. design patent (Sony VAIO software suite).
- Named inventor on a U.S. provisional patent in AI-driven identity routing, behavioral-integrity risk tracking, and AI usage and autobilling.