

# Judi Mazzola

Design Leader | End-to-End Product & Experience Design

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San Francisco Bay Area

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Design leader with 20+ years shaping enterprise, SaaS, and consumer platforms across communication, productivity, and marketplace ecosystems. Deep roots in visual craft, interaction design, and systems thinking, with a track record of simplifying complex products and raising quality at scale. Known for setting experience strategy, integrating emerging technologies thoughtfully, and leading teams through ambiguity while staying close to the craft. Trusted partner to product and engineering leaders in delivering intuitive, reliable, and high-impact experiences.

## Experience

### Partner Director of Product Design, Microsoft (2023-Dec 2024)

Led design for Microsoft Teams Meetings, Calling, and Devices, shaping collaboration experiences across web, mobile, and hardware.

- Led 0→1 AI-driven collaboration experiences, including Copilot as an intelligent meeting participant, balancing automation with transparency and user trust.
- Shaped end-to-end communication workflows (before, during, after meetings), improving clarity, decision-making, and reliability for millions of global users.
- Established scalable interaction patterns and design-system foundations that reduced design debt and increased execution velocity across distributed teams.
- Drove measurable improvements in usability and customer satisfaction through iterative research, experimentation, and close partnership with product and engineering.
- Mentored senior designers and managers, strengthening craft, critique culture, and inclusive leadership practices.

### Director of UX, Rides Studio, Uber (2020-2022)

Led Rider and Earner experiences, rethinking decision-making across a global, two-sided marketplace.

- Reframed Rider discovery from feature-led navigation to context-driven decisioning, reducing cognitive load while improving engagement at critical moments.
- Defined a flexible design framework that enabled localized experimentation while maintaining system coherence, cutting time-to-market by 50%.
- Redesigned Earner onboarding and payout experiences, reducing activation time and increasing earnings by 26%.
- Partnered with data science to connect experimentation, analytics, and qualitative insight, improving marketplace balance, retention, and trust.
- Served on Uber's Leadership Committee, shaping cross-functional strategy and elevating design's influence.

### Director of UX, PlayStation (2016-2019)

Led the visual, brand, and interaction direction for PlayStation's core experience, spanning late-stage PS4 and defining a sophisticated, content-first foundation for PS5.

- Drove a major paradigm shift in console navigation and interaction, using research-led validation to de-risk change and improve long-term usability and adoption.
- Unified information architecture, interaction models, and defined visual direction early to inform the experience.
- Established core experience foundations leveraged by console, mobile, web, voice, and VR teams, enabling cohesive execution across the ecosystem.
- Partnered across hardware, engineering, research, and brand to deliver a cohesive global experience.
- Maintained continuity and quality across PS4 while shifting focus toward PS5 development.

## Senior Director of UX, SAP d.Studio (2014-2016)

Led SAP d.Studio's design-led innovation agenda, setting vision and direction for next-generation consumer and enterprise products, platforms, and experiences.

- Created the brand and UX for [BILT app](#), an interactive 3D, voice-guided consumer app that later spun out as an independent startup.
- Delivered Splash (later rebranded as Build), a UX-as-a-Service platform that broadened access to design thinking and rapid prototyping across SAP.
- Influenced the future SAP brand as part of an end-to-end experience leadership team.
- Elevated flagship show-floor and keynote experiences at the SAPPHIRE conference.

## Director of UX, SAP d.Studio (2011-2014)

Led an entrepreneurial experience design team delivering 0→1 enterprise and consumer applications across industries.

- Designed new product experiences for partners including the [NFL](#), [German National Soccer Team](#), Tory Burch, Burberry, Stanford, Kaiser, and [DreamWorks](#).
- Helped redefine SAP's approach to enterprise design, driving product adoption and customer growth through more human-centered, experience-led thinking.
- Partnered with executive stakeholders and enterprise clients to identify high-impact opportunities and translate them into shipped products and platforms.
- Supported the creation and delivery of HIVE, SAP's first design-led event, collaborating with the Head of Design and Chief Design Officer to elevate design culture.

## Senior UX Designer, SAP (2006–2010)

Bridged design, marketing, and collaboration to strengthen business impact.

- Designed collaboration tools that improved sales win rates by 30%.
- Directed 50+ marketing experiences, growing adoption to 10,000+ enterprise users

## Core Strengths

Executive Design Leadership · Product & Platform Strategy · Scaling Global and Cross-Functional Teams · Systems Thinking · Design Systems & Platform Foundations · High-Craft Visual & Interaction Design · Information Architecture · Data-Informed UX Decision Making · AI-Driven Innovation & Workflow Integration · Design Operations & Governance · Enterprise, SaaS & Consumer Platforms · Inclusive Design & Accessibility · Culture Building & Team Development · Strategic Vision & Product Alignment · Cross-Functional Product Leadership · Marketplace, Discovery & Decision Systems

## Education

**Bachelor of Arts in Design,  
San Francisco State University**

(Emphasis in Graphic Design and Visual Communication)

## Volunteer

Committee Member, National League of Young Men (NLYM) 2022-current

Committee Member, Youth Men's Service League (YMSL) 2019-24

Co-VP of Programs, Baywood PTA, 2015-17

Chair, Baywood Arts and Science Day 2012-15

Transition Management Team,

Gryphons/FORCE North Soccer Club, 2014-15

## Awards

2016 IXDA Shortlist, BILT

2015 UX Awards, Gold, Splash

2015 UX Awards, Honorable Mention, BILT

2015 Appy Award Winner, BILT

2014 IXDA People's Choice, SAP Scouting

2014 IXDA Finalist, SAP Scouting

2013 UX Awards, Finalist, RealSpend

2013 SAP Best Visual Design, Geneva/Fiori