

# Michael Kopcsak

## VP User Experience or Head of Design

Experienced Design and Product Management leader driving digital innovation across SaaS, mobile, and desktop platforms. Known for solving complex problems through strategic execution, clear vision, and customer-centric cultures that fuel business impact. **At Walmart International, in just 1.5 years, I tripled user research-driven decisions, boosted eCommerce revenue by 16%, and accelerated design delivery by 24% through strong budget management and operational rigor.** I build high-performing teams that enhance user satisfaction, align cross-functional partners, and drive strategic growth. Skilled in full lifecycle product strategy, stakeholder alignment, and systems thinking—creating intuitive, minimally invasive digital experiences for enterprise and consumer brands.

### WORK EXPERIENCE

#### Walmart International

##### Sr. Director/Head of Design

- **Built and leading a global UX and product design organization of 100+ professionals—** including Designers, Researchers (Qual & Quant), Accessibility, Localization, and Product/Design Ops—supporting high-growth, cross-market platforms. Championed diversity and inclusion by fostering an equitable team culture from product strategy to execution. **Improved employee engagement by 9% and intent to stay by 12% through strategic coaching, inclusive leadership practices, and actionable career development.**
- **Leading user-centric innovation, strategic vision, and continuous optimization across UX Design, Research, Accessibility, and Localization—**accelerating global eCommerce and AI-powered enterprise solutions to achieve key business outcomes and drive business KPIs. Proven ability to create product & experience-centric cultures while partner seamlessly with Engineering, Data Science, Product, and Executive Leadership to deliver at speed and scale.
- **Delivered 8+ platforms in 3 years with exceptional experiences,** significantly accelerating eCommerce growth, **resulting in a 16% increase in eCommerce revenue.** Responsible for a wide range of applications from consumer ecommerce to AI driven Enterprise apps from from concept to execution.
- **Built and scaled a Design Thinking practice,** injecting creativity into product development methodologies (from complex projects to quick-hits), commodity sourcing, and store operations to drive alignment, enhance collaboration, user-centered innovation and product prioritization.
- **Increased UX Research capacity by 300%** within 2 years by establishing a dedicated team of 24 qualitative and quantitative researchers—enhancing data-driven, **powering a culture of continuous improvement.** Experienced in using a wide variety of research methodologies, to uncover user pain points, business opportunities, and workflow optimization.

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### SKILLS

- Budget Management
- Business metrics tracking
- Design Operations
- Design Thinking
- Facilitation
- Presentation and Public Speaking
- Product Roadmaps
- Qualitative Research
- Quantitative Research
- Stakeholder Management
- Team Leadership

### EDUCATION

#### MPS - Masters of Professional Studies in Interactive Telecommunications

New York University

#### BA in Studio Art

Guilford College

### AWARDS & SCHOLARSHIPS

#### Golden Fortress Award

Equinix

#### Together We Win

VMware

#### Stanley Frank Fellow

Guilford College

### VOLUNTEERING & LEADERSHIP

#### Lakeside Joint School District

Board Member • Los Gatos, CA

Was elected by the citizens of my community to serve on a public school board. It was an honor and a privilege to serve.

### CERTIFICATIONS

#### Certified Product Owner

Scrum Alliance

## Equinix, Inc • 11/2020 - 06/2022

### Sr. Director/Head of UX, Design, Content & Research

- Made the business case for and delivered Quix, **a unified design system that saved \$1.5M in six months by eliminating redundant design and development work, reduced QA time by 40%, and improved design consistency by 60%**—resulting in significantly enhanced usability and UI performance across the product suite.
- Built a user research practice from the ground up, transforming the culture to be data-driven and research-centric, delivering both qualitative and quantitative insights. Took the company from zero research to full product coverage in 1 year.
- Honored with the Golden Fortress Award—one of the company's highest recognitions—for delivering Quix, the first unified design system in company history, accelerating product development cycles, reducing engineering overhead, and improving cross-team velocity, consistency, and innovation.

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## Cisco Systems • 12/2016 - 11/2020

### Sr. Director, UX Design & Research, Enterprise Networks

- Led a cross-functional team of 78+ professionals, driving the adoption of **design thinking methodologies** that boosted project delivery speed by **24% in 6 months**. Fostered seamless collaboration across **UX, engineering, and product teams**, accelerating execution and ensuring alignment toward strategic goals.
- Established a user-centered design strategy focused on validated information architecture and **reduced time to value by 90%** for DNA Center—a next-generation security and operational management platform for the world's largest networks—integrating advanced incident management (network admins solving complex problems easily) capabilities and significantly improving user satisfaction, system usability, and operational efficiency.

## VMware • 05/2012 - 12/2016

### Director, Product Management, UX Design & Research, MyVMware.com

Held a dual Product and Design Leadership role focused on improving customer service through a B2B portal. Responsible for the product roadmap, iteration and reporting on outcomes.

- Led a cross-functional team of CX Strategists, User Researchers, and Interaction Designers, delivering **data-driven designs and insights** for **My VMware.com** (web and mobile). Cultivated a high-engagement team culture, consistently achieving top pulse scores of 80 or higher.
- Delivered a 20% increase in resource productivity and a 34-point CSAT improvement within 12 months by applying methods rooted in user insights, rapid iteration, and best practices in enterprise UX design.

## Intuit • 05/2011 - 05/2012

### Sr. Group XD Manager, QuickBooks Online

- Led a team of 32, including Design, Content, and User Research, driving innovation in user experience and product strategy.
- Designed and led the development of the next-generation workflow management UI for QuickBooks Online, enhancing usability, a gamified UI for accounting, and scalability.
- Led the design for a new flagship product - QuickBooks for the self-employed **going from a sketch on a napkin to a newly introduced product in 6 months**.