

# Jeremiah White

Head of Product Design, Machine Learning

San Francisco, CA, United States | [LinkedIn](#) | [Portfolio](#)

Product design leader with 15+ years building AI-driven consumer experiences at scale. Specialized in personalization, ML product design, and building high-performing design teams across fintech, marketplace, and B2B platforms.

## EXPERIENCE

**Head of Product Design, Machine Learning** Aug 2024 — Jan 2026  
Etsy Zurich, Switzerland

Set AI & ML product vision for marketplace discovery, designing adaptive shopping experiences that personalized product order, content and media based on customer intent. Built personalized notifications and customer journeys that increased repeat purchases by 40%+, while giving shoppers control over personalization and helping more sellers get discovered.

**Global Director of Product Design, B2B** Apr 2022 — Oct 2024  
Mastercard Zurich, Switzerland

Led multidisciplinary design team of 40+ responsible for AI strategy across Mastercard's B2B Suite, a \$700M+ portfolio serving 500M+ MAU. Designed an AI copilot for commercial banking teams to explore financial data and understand complex information. Created COMET design system for AI readiness, confidence levels, and transparency, outperforming Brex, Ramp, and Divvy by 95%. Redesigning B2B marketplace with smarter matching and personalized recommendations, increasing new user activation by 30%+.

**Head of Product Design, AI/ML Personalization** Jul 2021 — Jul 2022  
Spotify Zurich, Switzerland

Led personalization design across music, podcasts, video, CarPlay, television and emerging platforms for 300M+ monthly active users. Worked with ML engineers and data scientists to translate recommendation models into discovery experiences. Designed adaptive home experience based on listening habits and user intent, increasing 30-day retention. Led team of 3 designers spanning 6 platform categories.

**Head of Product Design, Machine Learning** Jan 2020 — Oct 2021  
Vroom Dallas, TX

Designed personalized home experience adapting vehicle inventory, financing options and content to each buyer, increasing purchase starts by 36%. Redesigning vehicle buying journey with clearer recommendations and next steps, contributing to \$45M in sales. Improved vehicle rankings using customer behavior, location, pricing and availability. Increased trade-in quote acceptance by 60% through clearer pricing. Grew design team from 3 to 17 and established shared standards for ML experiences.

**Principal Product Designer, Design Agency** Nov 2012 — Dec 2020  
Of Age Dallas, TX

Designed end-to-end product workflows for fintech, travel, SaaS, and consumer platforms serving clients including Expedia, Trend Micro, ClickUp, Venmo, and American Airlines. Led 0–1 product launches and full-scale platform redesigns grounded in behavioral research and business strategy. Built scalable design systems and interaction models using Figma. Translated ambiguous ideas into validated prototypes and shipped measurable outcomes.

## EDUCATION

**Texas Christian University**  
Bachelor of Science - BS in Information Technology - Computer Science

**Texas Christian University**  
B.S. Information Technology - Computer Science

## SKILLS

Information Architecture · Product Management · Customer Journey Mapping · User Experience (UX) · Wireframing · User-centered Design · Product Design · Product Strategy · UI/UX Design · Interaction Design · Design Systems · Rapid Prototyping · Data Visualization · Accessibility Standards (WCAG) · Gamification · Engagement Mechanics · Behavioral Design · 3D/2D Interface Design · Microinteractions · Motion Design · Haptics · AI-driven Personalization · Design Leadership · Team Building