

TAMI MCBRIDE

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Senior Design Leader | AI, Platform, & Experience Strategy

Design leader with 20+ years of experience driving AI-native product and platform strategy in complex enterprise environments. Trusted partner to executives, product, and engineering leaders, shaping platform-wide generative and agentic AI experiences tied to business and customer outcomes. Known for translating ambiguity into scalable systems, linking experience strategy to measurable impact, and building high-performing teams with deep expertise in enterprise AI, platform design, and responsible innovation.

- **Scaled AI platform design to enterprise impact:** Founding design leader for ServiceNow's AI Platform Experience, scaling AI design teams 4x while maintaining 88% engagement and enabling the fastest-growing product family in company history, driving \$300M–\$350M in annualized impact.
- **Defined enterprise AI experience strategy at platform scale:** Led generative and agentic AI experiences powering 200M+ AI assists, establishing reusable frameworks and governance adopted across 20+ product areas, driving 61% adoption growth, 10% faster fulfillment, and 14% fewer Tier 1 incidents.
- **Transformed fragmented products into unified platforms:** Directed large-scale platform consolidations across multiple companies, delivering 55% gains in user efficiency, 40% increases in customer adoption, and workflow reductions from days to minutes.
- **Made UX a growth and operating lever:** Introduced service design, ethical automation, and large-scale enablement programs, reimagining flagship products to unlock monetization opportunities and upskilling 500+ practitioners with a 30% increase in AI fluency confidence.

Areas of Expertise

AI-Native Platform Strategy • Business Impact & ROI Metrics • Enterprise Design Systems & Governance • High-Performance Team Building • Cross-Functional Alignment • Product Incubation & Platform Scale • Responsible AI • Data-Informed Experimentation • Executive Communication & Influence • Customer-Centered Outcomes

Experience

SERVICENOW

Sep 2021 – Dec 2025

Sr. Manager, AI Product Design, Costa Mesa, CA

Founding design leader for platform-wide AI experiences, owning end-to-end AI experience strategy across multi-persona enterprise workflows. Built and scaled a global AI product design organization (15 to 62). Partnered with VP/SVP Product, Engineering, Data Science, Research, and Legal to align AI UX with business priorities, trust requirements, and platform governance. Established enterprise AI design standards, operating models, and enablement programs, driving adoption, efficiency, and responsible AI use at scale.

Key Accomplishments:

- Drove platform-wide AI experiences powering 200M+ AI assists, increasing AI adoption 61%, reducing Tier-1 incidents 14%, and accelerating fulfillment 10% across enterprise workflows.
- Led design of flagship AI capabilities adopted by 87 customers across 22 business units, achieving 19% MoM growth, 147% increase in AI content acceptance, and 60% task completion (+27%).
- Built and led the AI Design Enablement program, upskilling 500+ designers and partners through frameworks and workshops (94% completion, 30% confidence uplift) while sustaining 88% employee engagement during prolonged organizational change.

VERITONE

Apr 2020 – Sep 2021

Director, User Experience, Costa Mesa, CA

Owned UX strategy and execution for Veritone's enterprise AI portfolio, serving as the primary design partner to the VP of Product. Led UX across multiple AI products and industries, embedding design into product roadmap planning and go-to-market execution. Built and scaled a high-performing UX team, established foundational design systems, and unified fragmented AI products into a cohesive platform experience aligned to growth and monetization goals.

Key Accomplishments:

- Improved user efficiency by 55% through workflow automation and experience simplification across AI offerings.
- Increased customer adoption by 40% by aligning UX strategy with product roadmap and GTM execution.
- Scaled design capacity by 75%, establishing reusable UX systems and practices adopted across the product suite.

COLLABERA

Oct 2017 – Feb 2020

Director, Digital Experiences, Irvine, CA

Built and led a global digital experience organization responsible for platform UX, internal tools, and enterprise workflow transformation. Served as primary design partner to executive leadership, aligning experience strategy with large-scale business modernization efforts. Led redesign of legacy applications into a unified platform experience, improving usability, consistency, and operational efficiency.

Key Accomplishments:

- Built and scaled a global UX organization (3 to 8), adding UI engineering capability to support platform delivery.
- Reduced workflow times from days to minutes through redesigned customer-facing and internal tools.
- Unified fragmented legacy applications, significantly improving efficiency and consistency.

CYBERCODERS (ON ASSIGNMENT)

May 2012 – Oct 2017

Director, User Experience, Irvine, CA

Owned UX strategy across enterprise recruiting and consumer career platforms, partnering with Product, Engineering, Sales, and Marketing to define end-to-end experience vision. Built and mentored a multidisciplinary UX organization, integrating UX into product strategy, roadmap planning, and go-to-market decisions. Led major platform redesigns to modernize legacy systems and unify fragmented experiences.

Key Accomplishments:

- Reduced time on task by 40% and accelerated onboarding by 117% through redesigned workflows.
- Increased platform engagement by 60%, enabling faster job matching and higher recruiter throughput.
- Established UX as a strategic driver influencing product, service, and operational decisions across the business.

Education & Certifications

Leading People, Culture & Innovation (Certificate), Stanford Online

B.S., Interactive Media Design, The Art Institute of California, Costa Mesa, CA

Leadership, Speaking Engagements, & Recognition

- **Advisory Board**, Strategic AI Program, University of San Francisco
- **Frequent speaker on AI design strategy and leadership** at ServiceNow Knowledge, Women in AI, AI STRAT, gen AI workshops, and university panels. Topics include agentic workflows, AI design, and scaling AI design teams.
- **Patent: Seller's Toolkit** featuring LiveValueSM: Method and System for Selling Motor Vehicles (Patent #13/023,326)
- **2022 Culture Champion Award**, ServiceNow Experience Team
- **Webby, W3, and Media Excellence Awards** for UX innovation and leadership