

Peter McKeown

An Experienced Design Leader

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Summary

Product designer and design leader with 15+ years delivering user-centered products at global scale across consumer and enterprise platforms.

Experienced driving ambiguous, high-impact initiatives from early vision through launch by aligning user needs, technical constraints, and business outcomes.

Known for simplifying complex systems into intuitive experiences, influencing product strategy through design, and partnering closely with product, engineering, and research leadership. Combines deep hands-on craft with systems thinking and organizational influence to ship cohesive experiences across multi-team environments.

Experience includes leading critical initiatives within large-scale ecosystems affecting millions of users and significant revenue impact.

Core strengths

- End-to-end product ownership (0→1 and iteration at scale)
- Product strategy & vision development
- Complex workflow and systems design
- Cross-functional leadership & influence
- Building systems and scalable frameworks
- Data-informed and research-driven design
- Executive storytelling & stakeholder alignment
- Mentorship and design culture development

Experience

Meta | Design Manager and Design Lead in Ads

2019 to present (6 years)

Designing core advertising experiences supporting millions of global businesses within one of the world's largest product ecosystems.

Strategic Product Impact

- Led design efforts addressing major privacy platform changes, delivering solutions that helped preserve billions in advertising revenue.
- Partnered with product and engineering leadership to define long-term vision and roadmap direction for Ads Manager.
- Influenced cross-organization alignment across multiple teams working in highly technical and regulated spaces.

Product Design Leadership

- Owned complex problem spaces from discovery through launch, translating ambiguous challenges into scalable user experiences.
- Simplified advanced advertiser workflows into clear interaction models improving usability and efficiency.
- Presented design rationale and tradeoffs to senior leaders, driving informed product decisions.

Education

UX & Design in an AI World: Strategic Fundamentals

Maven

Issued Sep 2025

Certificate in User Experience and Customer Centered Design

California State University, Fullerton

Completed June 2015

Nielsen Norman User Experience Certification

Completed December 2017

Diploma Graphic Design

Enmore TAFE Center for Design

(Sydney, Australia)

Completed 2002

Tools and processes

- Planning and facilitating Design Sprints and other collaborative exercises
- Agile planning and sprint management
- Usability test planning, execution, and analysis
- Figma, Figma Make, Claude Code, Adobe Suite, Jira. Proficient in CSS / HTML

Systems & Scale

- Developed shared design patterns and systems adopted across teams, improving experience cohesion and delivery speed.
- Established collaboration processes strengthening design–engineering execution.

Organizational Influence

- Managed and mentored a team of 12 designers; built strong critique culture and raised quality standards.
- Facilitated cross-functional design sprints accelerating decision-making across large initiatives.

Northeastern University | Part-Time Lecturer

January 2019 to December 2024 (6 years)

- Taught product design, usability testing, and user-centered methods within engineering programs.
- Mentored early-career designers and reinforced industry-aligned product thinking practices.

CDK Global | UX and Design Director

August 2010 to March 2019 (8 years, 10 months)

Led UX strategy and execution for enterprise SaaS platforms supporting dealership operations and digital customer experiences.

Product & Experience Strategy

- Defined UX direction across responsive web and operational platforms spanning multiple user roles and workflows.
- Designed scalable CMS and platform architecture enabling dynamic multi-device experiences.

Practice Building

- Established research, testing, and experimentation practices integrated into Agile development.
- Partnered with BI and strategy teams to enable data-driven product decisions.

Leadership

- Built and scaled UX teams while mentoring designers and embedding design into product planning processes.

The North End Creative | Principal

March 2010 to August 2010 (6 months)

Established and ran a full-service advertising agency in the Seattle / Tacoma area.

- Launched a major new tequila brand, El Espolòn Tequila. Created brand story, brand guidelines, collateral, marketing materials, in-house videos, websites, and social media content.
- Worked on a variety of national spirit brands to define marketing strategy, deliver promotional campaigns, and create printed collateral.

Earlier experience

Casey Family Programs | Graphic and Web Designer

March 2009 to March 2010 (1 year, 1 month)

Brandner Communications | Art Director

June 2005 to March 2009 (3 years, 10 months)