

TOM FEENEY

Senior Product Designer – Enterprise, AI & Data Platforms

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SUMMARY

Senior Product Designer with **15+ years** designing **enterprise UX, AI-powered products**, internal platforms, and complex digital systems for **Apple, Tesla, Audi, eBay**, and others. I turn fragmented workflows, dense data, and ambiguous product challenges into **clear, scalable experiences** that support better decisions and execution through product strategy, interaction design, and systems thinking.

CORE STRENGTHS

Enterprise UX & Complex Workflows | AI-Powered Products & Reporting | Systems Thinking & Interaction Design | Data-Heavy UX & Visualization | Design Systems | Internal Tools & Operational Platforms | Prototyping | UX Research & Usability Testing | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Apple – Senior Product Designer (Contract), Topline | Aug 2024 – Jan 2025

- Led UX from discovery through delivery for **Topline**, Apple's **AI-powered enterprise reporting platform**, helping unify fragmented reporting workflows into a more guided, trustworthy experience for generating, validating, and sharing complex data.
- Drove **UX strategy**, workflow design, and prototyping while creating reusable **design-system foundations** in close partnership with product, data, and platform engineering.
- Reframed reporting around **guided query building**, clearer structure, and **reusable patterns** so teams could move from raw data to decisions with greater confidence and less friction.

Audi – Senior Product Designer (Contract), ADAS HMI | Feb 2022 – Aug 2023

- Led UX from research through delivery for a **next-generation ADAS HMI**, helping Audi translate complex perception data into clear, **glanceable guidance** for drivers across safety-critical, real-time scenarios.
- Helped shape a more cohesive **visual** and **behavioral system** across **adaptive cruise**, emergency response, turn support, and **intersection awareness**, balancing alert hierarchy, cognitive load, and driver trust.
- Defined reusable **interaction principles** for lane guidance, vehicle spacing, hazard awareness, and **cross-display** behavior so the experience felt like one coherent driver assistance system.

Tesla – Senior UI/UX Designer, Enterprise Team | Jun 2019 – Aug 2021

- Led UX across **Tesla's Fleet** and **Energy applications**, helping operations teams work faster across **real-time monitoring**, diagnostics, alerts, and **response workflows** for large-scale vehicle and energy systems.
- Created and rolled out the **Tesla Enterprise Style Guide**, establishing stronger **shared patterns** and greater consistency across internal tools.

Apple Maps – Senior UI/UX Designer (Contract) | Aug 2018 – Dec 2018

- Led end-to-end UX design for an internal **survey creation tool** used by **Apple Maps QA**, replacing fragile third-party workflows with a more structured and reliable authoring experience tailored to internal validation needs.
- Designed workflows spanning **project creation**, survey setup, preview, metadata structure, **launch control**, and **project-level monitoring**, helping teams move faster from setup to launch while reducing authoring errors.

ADDITIONAL EXPERIENCE

Principal Product Designer at **PRGX**, **Tavant**, and **Simplee**, leading **UX** for **enterprise platforms** across **payments**, **audit**, **healthcare**, and **operations**. Earlier roles at **eBay**, **Hotwire**, **HP**, **Avid**, and **X.commerce** focused on large-scale ecosystems, internal platforms, mobile-first experiences, and design standards, including eBay's **You Just Made My Day** recognition experience inside **eBay HUB**.

TOOLS & METHODS

Figma | FigJam | Sketch | Adobe XD/CC | Proto.io | HTML/CSS | Design Systems | Usability Testing | Heuristic Evaluation | A/B Testing

EDUCATION & MILITARY

B.S. Multimedia & Communications – Masters Institute of Technology, San Jose, CA
Human Factors International Certification – Web & Application Design
United States Marine Corps Reserves, 23rd Marines, 4th Marine Division (1990–1996),
Honorable Discharge