

PAUL CAPCAN

Principal Product Designer | Design Leader | AI Agents, Advertising and Enterprise SaaS

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PROFESSIONAL SUMMARY

Principal-level product designer and design leader with 20+ years designing AI, advertising, cloud, and enterprise SaaS products at Microsoft, TikTok, and Amazon Web Services. Led the 0-to-1 design of agentic onboarding for Microsoft Advertising, now shipped to thousands of advertisers, defining how an AI agent and an advertiser share control of a revenue-critical workflow. Works equally as a hands-on principal designer and as a design manager, having shipped products used by millions while building, scaling, and mentoring teams across advertising and monetization, CRM and sales platforms, and cloud infrastructure.

CORE SKILLS

AI and Agentic Design: Agentic experience design, human-AI interaction, multi-turn and conversational UX, AI transparency and explainability, trust and control patterns, responsible AI

Product Design and Strategy: End-to-end and 0-to-1 product design, UX strategy and design vision, product thinking, monetization and advertising fluency, design systems, accessibility (WCAG 2.1 AA)

Leadership and Influence: Team building and hiring, mentorship and coaching, executive communication and storytelling, cross-functional alignment, user research and experimentation, data-informed decision making

PROFESSIONAL EXPERIENCE

Microsoft

Principal Designer, AI Monetization Experience | 2025 - Present

- Led 0-to-1 design of agentic onboarding for Microsoft Advertising, shipped to thousands of advertisers, replacing a multi-step manual setup funnel with an AI agent that takes new advertisers from sign-up to their first live campaign.
- Designed the core agentic loop covering intent capture, clarifying questions, plan preview, confirmation, and graceful handoff to manual controls, resolving how much the agent decides versus where the advertiser keeps control.
- Established the trust and transparency patterns behind AI-generated campaign recommendations, including explainability, editable outputs, undo, and confidence signaling, applying responsible AI guidance to a revenue-critical flow.
- Set the design vision and human-AI interaction principles for the agent, aligning product management, engineering, applied science, and marketing on a shared model of agent autonomy.
- Contribute reusable agentic UI patterns to the Microsoft Advertising design system and mentor designers across the monetization organization through critique and craft standards.

TikTok

Senior Design Manager, Monetization | 2024 - 2025

- Led design for TikTok's US Sales and CRM platform, used by thousands of sellers across the global ad sales organization, growing the team 75% in one year through hiring, onboarding, and allocation.
- Shipped the platform core surfaces including the primary dashboard, global navigation, sales performance observability, and the first mobile experience.
- Built a career development framework and instituted a double diamond process with cross-functional rituals, giving the team a consistent operating model as it scaled.
- Aligned the design roadmap to monetization business goals and quarterly OKRs with product and engineering leadership.

Principal Product Designer, Monetization | 2023 - 2024

- Defined UX strategy and design vision for the global Sales and CRM platform, leading cross-functional workshops that aligned product, engineering, and sales leadership on shared goals.
- Led the global navigation and information architecture redesign, reorganizing the platform around seller workflows rather than internal system boundaries.
- Designed the mobile experience and the primary dashboard overhaul, both of which shipped to the global sales organization.

Amazon Web Services

Principal Product Designer, Amazon EKS | 2022 - 2023

- Led UX strategy and delivery for the Amazon EKS console, growing console adoption 40% by unifying the experience across the AWS Containers portfolio.
- Simplified complex Kubernetes workflows for expert operators, reducing reliance on raw cluster primitives without removing the control advanced users depend on.
- Built the design practice for the EKS UX team, establishing research cadence and delivery standards across concurrent workstreams.

Lead Product Designer, AWS Solutions Architecture | 2019 - 2022

- Launched `repost.aws`, the public AWS cloud expert community portal serving thousands of customers, owning UX strategy and end-to-end delivery.
- Built and led the design team supporting AWS Solutions Architects, delivering internal tools and customer-facing products across multiple AWS services.
- Delivered two proof-of-concept prototypes that secured executive buy-in and led to funded implementation of new customer experiences.

Senior Product Designer, AWS Training and Certification | 2018 - 2019

- Evolved a comprehensive design system for AWS Training and Certification, delivering consistent, accessible experiences across desktop and mobile.
- Led the design of the sign-in flow and other core product features, streamlining key customer journeys for learners and certification candidates.

BitTitan

Senior Product Designer | 2016 - 2017

- Led design of core MSPComplete features for managed service providers, covering migration workflows, account setup, and reporting.
- Built the product's first design system and introduced UX metrics into the team's design and prioritization process.

CleanPower Research

Senior Product Designer | 2016

- Designed and launched WattPlan, a consumer-facing solar savings calculator used by utility customers to model energy decisions.
- Ran the research and usability testing cycles that shaped the calculator inputs and results experience.

Usersnap

Product Designer | 2014 - 2016

- Redesigned the marketing site and signup flow for a developer feedback and bug-reporting SaaS product.
- Improved the in-app annotation and review experience, simplifying how teams captured and triaged feedback.

Accucom / Infopay

Senior Design Manager | 2010 - 2014

- Directed UX and front-end design for public records search products, managing a small team of designers and engineers.
- Standardized design and handoff practices across product and engineering, reducing rework between teams.

TrendLogic GmbH

UX/UI Designer | 2003 - 2010

- Delivered UX and UI design for agency clients across web platforms, online gaming, and publishing products.
- Led a small design and front-end team through concurrent multi-client engagements.

EDUCATION

Bachelor of Science, Marketing and Logistics | Technical University of Moldova | 2006 - 2010

Informational Technologies (Computer Science) | Technical University of Moldova | 2000 - 2004

Management | Academy of Economic Sciences of Moldova | 1998 - 2000