

Timothy Hoste

Lead Product Design | User Experience & Design Leadership
Point Pleasant Beach, NJ · thoste789@gmail.com · 908.415.3925 · <https://timhoste.com>

About Me

Design systems leader with 12+ years of experience building and evolving scalable design systems and component libraries that empower multidisciplinary teams to deliver cohesive, accessible, high-craft user experiences at scale. Proven track record leading design organizations in consumer-facing platforms, partnering with brand, product, and engineering to align strategy, drive adoption, uphold quality standards, and balance user needs with business goals. Passionate about fostering design excellence, mentoring talent, and enabling intuitive, human-centered digital marketplaces.

Experience

HEAD OF UI/UX DESIGN \ VYDIA \ HOLMDEL, NJ \ OCT 2016 - PRESENT

- Led the strategy, evolution, and maintenance of a comprehensive design system and React-based component library, enabling consistent, pixel-perfect implementation and scalable high-quality experiences across a platform serving millions of users.
- Scaled and managed a cross-functional design team, implementing design thinking frameworks, shared libraries, and governance processes that drove widespread adoption and reduced design-to-dev handoff time.
- Partnered closely with Product, Engineering, and brand stakeholders to define system vision/roadmap, translate brand values into actionable components/patterns, and ensure cohesive, accessible experiences aligned with business priorities.
- Championed design quality standards through critiques, reviews, documentation, and metrics-driven iteration (analytics + user feedback), improving engagement, retention, and conversion rates.
- Directed platform-wide redesigns with a mobile-first, accessibility-focused approach, emphasizing user trust and seamless cross-platform interactions.
- Mentored designers, fostered a culture of craftsmanship/collaboration/continuous improvement, and advocated for user-centered practices organization-wide.
- Built, mentored, and retained a high-performing design team, providing growth opportunities, regular feedback, and professional development to elevate craft and innovation.
- Led recruitment and onboarding of design talent to support design system evolution and platform scalability.

Timothy Hoste

Lead Product Design | User Experience & Design Leadership

Point Pleasant Beach, NJ · thoste789@gmail.com · 908.415.3925 · <https://timhoste.com>

HEAD OF DESIGN \ YASHI \ TOMS RIVER, NJ \ JUN 2014 - NOV 2016

- Built and led the design team responsible for cohesive branding, platform UX, and multimodal product experiences.
- Re-architected the product interface based on user research insights, improving workflow efficiency and teamwork between sales and engineering.
- Produced high-fidelity prototypes and end-to-end user journeys that accelerated stakeholder approvals and improved user retention.
- Spearheaded a major product redesign emphasizing simplicity, modern visual storytelling, and accessibility across devices

SENIOR DEVELOPER \ SEMGEEKS \ BELMAR, NJ \ NOV 2011 - JUL 2014

- Designed and developed responsive, dynamic web experiences for multiple major CMS platforms (Drupal, Magento, WordPress).
- Established scalable QA and design-dev workflows improving release efficiency by 25%.
- Combined technical fluency with design execution, ensuring brand integrity and performance across platforms.

EDUCATION

University of San Diego \ Bachelor of Business Administration, Marketing (Feb 2010)

Skills

Design Systems, Figma, Accessibility, Leadership & Mentorship, Product Strategy, Interaction Design, React.js, Data-Driven Design, Prototyping, Design Thinking, Visual Design / Craft, Branding, HTML/CSS, JavaScript, Adobe Creative Suite, Component Libraries, Design Governance / Adoption, Cross-Functional Collaboration, User-Centered Design.

Awards

- 2021 NJBIZ Digital Innovator of the Year