

# Makiko Kanzaki

**Staff Product Designer** Consumer, Enterprise, Design Systems

[makiko@makikodesign.com](mailto:makiko@makikodesign.com) [makikodesign.com](http://makikodesign.com) [linkedin.com/in/makikokanzaki](https://linkedin.com/in/makikokanzaki) (323) 836-4292

I am a product designer experienced in building both features and design systems. I have taken products from 0 to 1 and scaled them from 1 to 100, across consumer products and enterprise tools. Now I build with AI, starting with a working prototype of my own app.

## Design Expertise

- Interaction & Product Design
- Information Architecture
- AI-Assisted Design & Prototyping
- User Research
- Inclusive & Accessible Design

## Systems & Platforms

- Design Systems Architecture
- Design Tokens & Theming
- Component Library Governance
- Mobile, Responsive Web & CTV

## Tools & Processes

- Figma, FigJam
- Adobe Creative Cloud
- Claude Cowork
- Agile & Cross-Functional Workflows

## Strategy & Influence

- Design Mentorship & Org Scaling
- C-Suite & Executive Alignment
- Product Direction & Strategy

## Tagalong

Designer & Builder  
Jul 2026 – Present

## Health-Tech Stealth Startup

Product Designer  
Mar 2025 – Jun 2026

Designed a private app in Figma for parents of children with disabilities, then directed Claude Cowork to implement it with tokens, components, and redlines. The HTML prototype is live.

As the first designer in the San Francisco office, designed clinical and administrative experiences for a healthcare platform, translating input from clinicians and hospital operations into workflows that hold up under high-stakes conditions. Led the effort to build the design system and component library as the source of truth for engineering.

## Hubcap

Sr. Staff Product Designer  
Oct 2023 – Jan 2025

Joined an early-stage team building a social app for sharing videos and links in group spaces, an organized alternative to group chats. Resolved the interaction details and edge cases across the app with engineers. Worked with executives on product direction.

## WarnerMedia / Warner Bros. Discovery (HBO Max / Max)

Sr. Principal Designer  
Feb 2021 – Sep 2023

Served as the sole individual contributor on the design leadership team. Partnered with design directors to create a cohesive product experience while mentoring designers across the organization. Stepped into the interim Sr. Design Director role during a restructuring. Post-merger, designed an internal tool that gave the HBO Max and Discovery+ teams visibility into the content delivery pipeline before assets went live.

## ServiceNow

Sr. Staff UX Designer  
Oct 2018 – Feb 2021

Helped build the foundation of the Horizon Design System, now supporting 500+ designers. Gathered requirements, then designed reusable components and wrote usage guidelines, both public on the ServiceNow Developer Portal.

## Verizon

Principal Designer  
Jan 2017 – Sep 2018

Led the product experience for a next-generation Live TV prototype on phone, tablet, web, and TV. Established the design principles and UX patterns, including consistency across screen sizes and input methods: remote, touch, and mouse. Applied the research team's findings to refine the experience and inform product decisions.

## GoPro

Sr. UX Designer  
Dec 2015 – Dec 2016

Served as the sole designer on a new streaming service for original content. Drove cross-platform product design and translated GoPro's brand into a digital experience.

## Vessel

Sr. UX Designer  
Nov 2013 – Dec 2015

Brought in as a founding designer on a premium short-form video platform. Led end-to-end product design across iOS, Android, and responsive web, plus a proprietary analytics platform. Refined the experience through A/B testing and user feedback. My designs supported the pitch that raised \$132.5M. Acquired by Verizon in 2016.

## Hulu

Sr. UX Designer  
Feb 2008 – Oct 2013

Joined as the second product designer before its 2008 public launch. Defined the original website's visual direction. Designed the video player, the advertising experiences, and Hulu's first native iOS apps. In 2012, took over product design for the ground-up website redesign and led it through launch. That year, Hulu grew revenue by 65% to \$695M.