

# Camellia George

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## PRODUCT & USER EXPERIENCE EXPERT

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- Leading product teams within startups, growth businesses and innovation labs
- Hands-on experience in human centered design, product management, customer and partner operations
- Able to professionalize growing product teams and establish process without losing urgency and delivery mindset
- Product leader for mission-critical initiatives: customer acquisition, monetization, margin-optimization, and compliance
- Decision making, communication, hiring, mentoring and organizational skills
- Deep experience in fintech and social commerce businesses (B2B & B2B2C)
- Disciplined, market focused and fluent in technology (especially native mobile, microservices, cloud-operated platforms)

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## EXPERIENCE

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### **Hook & Loop, Infor, New York, NY** **Director, Product Experience**

**2017 – 2018**

Leading product for Infor's mobility initiative. Responsible for UX strategies for Infor's SaaS products: web-app modernization and new mobile app development for finance, HCM and CRM platforms.

- Introduced Agile methodology to mobile product team, led roadmap and sprint-planning, and bi-weekly release cadence
- Led a team of 10 product managers, designers, and user researchers
- Evolved highly-configured enterprise systems into simple native mobile experiences via new API design and cross-platform services (identity, notifications, deep-linking and navigation)
- Created product analytics plans: defining business KPIs, event-tracking specifications for application development team, and designing our data-pipeline
- Managed key customer relationships and customer-beta programs

### **Venmo, a PayPal company, New York, NY** **Head of Product Development**

**2015 – 2016**

Leading product management, design and user research for P2P, commerce, and risk/support product lines. Scaling technical and operational efficiency via integration with PayPal systems.

- 150%+ YOY increase in peer-to-peer quarterly volume (\$1.6B Q2 2015 to \$4B in Q2 2016)
- Nearly doubled MAUs (10 million in Q2 2016) and retained preferential funding mix
- Led Venmo's monetization product (ecommerce check-out) including personally managing partner relationships, go-to-market planning, risk management and compliance
- Guided Venmo's progress in consumer protection and financial services compliance: KYC, AML, Reg-E, UDAAP, OFAC, CFPB, among other state and federal regulations

- Led product alignment with Venmo engineering, operations (customer support, risk, compliance and disaster recovery) and Braintree/PayPal strategic architecture teams (payments processing, and a new multi-tenant identity service to facilitate scaled operations)
- Mentored team of 15; growing team from 9 to 15 and hiring key leads; improved team's goal-setting and prioritization processes

**Fab.com, New York, NY**  
**Senior Director, User Experience**

**2014**

Leading design of consumer-facing products: Fab.com, Hem.com, iOS/Android apps, email and notifications, and biz ops products: merchandising, supply chain and creative services tools.

- Led design and launch of web and mobile properties for new private-label furniture business, including customization tools; go-live in 4 months to 40 European and North American markets
- Deputy to SVP of Product; collaborating directly with engineering, marketing, BI, merchant, and customer support leadership
- Defined functionality, roadmap and design of purpose-built merchandising CMS for responsive-first web property (Hem.com)
- Managed a distributed team of 10 UX, UI and graphics designers in NYC, Europe and India; transitioned Product and UX leadership to new European headquarters

**WaPoLabs, The Washington Post Company, Washington, DC**  
**Manager, Interaction Design**

**2011 – 2014**

Leading design of five personalized news product-lines on web, mobile and interactive TV.

- Set UX/UI principles and direction for social curation, interest-graph and NLP experiences
- Guided launch of WP Social Reader, PostTV, Personal Post, App Stream and Trove products
- Achieved peak user base of 20+ million users
- Built an integrated department functioning across product lines; established Agile design methodology; grew staff from 1 to 4

**R/GA, Plausible Labs & others, San Francisco, CA**  
**User Experience Designer**

**2007 – 2011**

Designing native mobile and web experiences for ComiXology, Wordnik, and Hewlett Packard, among others.

**People and Practices Research Lab, Intel, Beaverton, OR**  
**Graduate Technical Intern**

**2008**

Identifying and conveying key opportunities of digital money adoption to executive stakeholders; prototyping mobile money experiences.

**University of San Francisco, California College of the Arts,  
Academy of Art University  
Adjunct Professor**

**2006 – 2010**

Teaching design history, theory, and practice to graduate and undergraduates students through individual and collaborative studio projects, writing and thesis research, critiques and presentations.

**Powis, Inc.  
Lead Product Designer**

**2004 – 2006**

Designing product lines for new online photobooks offerings for Shutterfly, Kodak and Snapfish.

- Guided customer research and prototyping
- Provided expert human factors input to mechanical and electrical engineering teams
- US patent #20060083604, with Kevin Parker and Wayne Kasom for on-demand bookbinding

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## **EDUCATION**

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**Strategic Management: Competitive & Corporate Strategy**, Wharton Prof. Education (2018)

**MFA and MA**, California College of the Arts (2008 & 2009)

**BFA**, Carnegie Mellon University (2003)