Ozge Gascho (she/her)

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Design Manager & Mentor

User Experience, Design Strategy, Prototyping, User Research, Product Strategy, Interaction Design, User Interface, Team Performance, Design Thinking

Twitch, Amazon Inc.

Sr. Design Manager • 2022 - Present

• Work very closely with directors of engineering, product and marketing to build usable and scalable experiences that help small creators grow and support and empower them to make better decisions.

• Provide mentorship, coaching, and guidance to the team. Develop and manage individual and team goals, evaluate performance, and provide feedback.

• Foster a collaborative and inclusive team culture that encourages creativity and innovation.

• Help six different product teams (Creator Home, VOD/Clips, Analytics, Attract & Achievements) define design strategy in quarterly and yearly roadmaps while overseeing three senior designers.

• Collaborate with Central User Research identifying user problems as well as market opportunities to improve and innovate.

• Work closely with other product teams to create single workflow patterns to align features on all creator facing surfaces as one seamless user experience including mobile, desktop
and Twitch app.

• Improve coordination and communication with engineering on a regular basis to ensure our cross-functional teams are aligned on the design and execution.

Design Lead • 2020 - 2022

• Designed Creator Home Framework, a tool that was designed to help creators grow by providing guidance and recommendations on the most relevant and impactful actions and insights to Creators at any given time based on what we know about them, where they're at on their journey and how they're progressing.
In 2022, we launched Creator Home to 100% as a result of higher interaction rate (20% vs 32%), as well as a significant positive increase in the number of successful streams over a two-week period (2.438 vs 2.452).

• Wrote Design Guidelines and Tenets for internal teams as well as design org to provide guidance for how to build into the framework.

• Other products I led were Analytics, Achievements and Creator Dashboard navigation.

Sr. Product Designer • 2018 - 2020

• Built the Twitch Studio design framework and defining overall long term goals for streamers.

• Designed new dashboard tools, analytics tools, components and toolkits that are scalable across all platforms.

• Was a part of product strategy discussion to define user problems, business problems, and solutions.

• Worked on advanced tools for power users helping them grow and achieve their goals as pro streamers.

• Worked on a brand new dashboard Twitch Studio initiative from beginning to end.

• Wrote component documentations, designed a styleguide and built Twitch Studio Home from scratch with a talented team of engineers and PMs after many UXR sessions and iterations working around technical constraints.

• Designed an activity feed widget for both mobile and web.

• Designed and coded (HTML, CSS) the very first product email template, and created a styleguide for other teams, standardized it across all product org

Meta (Facebook)

Sr. Product Designer • 2017 - 2018

• Sketched, ideated and generated (Facebook Internal Guidelines) new concepts and turn them into something useful

• Executed high level design decisions and break them into several test plans

• Partnered with a content strategist, engineers and a PM on a daily basis to oversee the user experience of a product from conception until launch (and then some)

• Partnered with user researches and data analysts every other month to analyze core metrics and how we can improve user experience

• Designed scalable products; always consided future iterations based on key success metrics and consider how it would effect not only the Facebook Growth team but other teams as well within the Facebook ecosystem

• Worked and collaborated with other designers overseas

• Fully understood what people value and care about in emerging markets and the challenges and difficulties that come with it

• Got to mentor junior designers and contribute to their growth as designers and communicators

Yelp

Sr. Product Designer • 2015 - 2017

• Designed with the intent to achieve user goals and solve specific design problems by incorporating usability and research findings into the product design

• Led a team of 2 talented designers who focus on areas such as UI, product design, illustration and animation.

• Worked on defining and refining the design process within the Yelp design team

• Put together a style guide to maintain our visual language throughout the interface

Expedia

Sr. Product Designer • 2014 - 2015

• Worked with the front and backend developers in an agile environment building the new responsive Hotwire website in the AngularJS/Bootstrap framework.

• Built the initial prototypes in Bootstrap. After that, I created the global style sheet with LESS/CSS. As the last and final step, I helped the Web team with the overall styling of the site with Bootstrap Magic, CSS3 and the SketchApp.

• Apart from the Angular project, I worked on several product components on Optimizely tool and big production stories to make the Hotwire experience easy and modern.

• Led eholders to create a global style for a consistent look within all platforms including Web, mWeb, Android and iOS.

MFA, Multimedia

2008 - 2010

California State University, CA

Bachelors, Broadcasting (Interactive Digital Design)

2002 - 2007

Northwest Missouri State University, MO