Rob Mayer

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Brooklyn, New York

Design leader and builder with 11 years of experience across startups and big tech. Most recently led design for **enterprise platforms and AI-assisted creative operations at Netflix**.

Co-founded a pre-seed-backed startup that reached 10K monthly active users. Created design resources with 500K+ downloads and mentored founders and designers through Startupbootcamp, Alchemist, and Designlab.

Career Highlights

Netflix · Sr. Product Designer · May 2022 – Dec 2026

Team: Scaled Foundations at Content Promotion & Distribution

- Led design of an enterprise platform from discovery through multiple releases, replacing fragmented workflows with a unified system for managing promotional assets, quality reviews, and operational tasks.
- Designed shared information models and reusable experiences connecting content discovery, creative production, and publishing workflows across Netflix's global operations.
- Shaped AI-assisted creative and operational workflows, designing tools for content adaptation, quality evaluation, and human intervention in automated processes.

Netflix · Sr. Product Designer (Contract) · Sep 2021 – Apr 2022

Team: Promotional Media

- Designed visual search and ML-assisted video workflows for discovering, curating, and reusing promotional footage at scale.

Red Brick AI · Lead Product Designer (Contract) · Feb 2021 – May 2021

Radiology data annotation platform (YC, Sequoia backed) · redbrickai.com

- Designed annotation workflows and quality-control systems for a medical imaging AI platform used to train radiology models

Lateral Link · Lead Product Designer (Contract) · June 2019 – Dec 2020

Legal talent intelligence and recruiting platform serving top law firms and Fortune 500 legal departments · laterallink.com

- Redesigned core legal-tech platform (search, workflows, dashboards, communication tools); introduced component-based design system.

Wrike · Design Lead · Feb 2017 – June 2019

Leading enterprise work management platform (acquired by Citrix for $2.25B in 2021) · wrike.com

- Hired and managed designers, growing the team from 3 to 6.
- Led the development of a web design system supporting a global website with over 1M monthly visitors across 15 languages.

Adobe · Product Designer (Contract) · May 2017 – Feb 2018

- Created two UI kits later acquired by Adobe and exclusively distributed through Adobe Photoshop Templates

Independent Projects

Futurum · 2024–2025

Prediction market mobile app

- Co-founded and led product design for a pre-seed-backed prediction market that reached 10K monthly active users.

AI Job List · 2025–Present

Curated jobs from AI-native startups and big tech · aijoblist.io

- Built and launched an AI job-discovery platform with automated pipelines for sourcing, enriching, and curating opportunities.
- Reached 17K page views within months of launch.

Base UI · 2017–2018

UI framework for Sketch

- Created a UI framework for Sketch with 40K+ downloads, featured on Product Hunt, BetaList, and Envato.

Education

Tyumen Institute of Finance and Economics · Class of 2011

Bachelor of Economics

Skills

Product Strategy · Enterprise Platforms · Workflow Orchestration · AI-Assisted Systems · Design Systems

Interests

Boxing · Snowboarding · Photography · Cinema