# Cale Peeples

**Product Designer • Design Leader • Builder**

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## Technology changes. People don't.

**I like building products, solving hard problems, and helping teams do their best work. Over the years that's meant leading design organizations, creating new products, mentoring designers, and partnering closely with founders, engineers, and product teams — but I never stopped being a designer.**

### Independent Product Designer & Consultant

Product Design, AI Experiences, Prototyping, Brand Design • 2026 – Present

- Design and develop products for early-stage startups in consumer music, AI assistants, entertainment, and ecommerce.

### Principal Designer, Songfinch

Consumer, Audio Streaming, E-commerce, Mobile, AI Automation • 2024 – 2025

- Established Songfinch's first scalable design system, product design process, and research practices.
- Redesigned the song gifting experience around customer-artist collaboration, milestones, feedback, and sharing.
- Increased customer sharing and referral activity by 2–3× through improvements to the creation and post-delivery experience.

### Product Design Manager, Lucid Motors

Consumer, Automotive, E-commerce, Mobile, Tools, B2B, Enterprise • 2020 – 2024

- Built and led Lucid's product design practice, establishing design systems, research methods, and collaboration across product and engineering.
- Designed customer and enterprise experiences spanning vehicle purchasing, financing, retail, service, inventory, and ownership.
- Helped launch Lucid's first customer vehicle sales while designing the commerce and operational systems needed to support a growing automotive business.
- Improved operational efficiency by redesigning enterprise tools through on-site research and close partnership with operations teams.

### Head of Design, Promethium

B2B, Machine Learning, AI, Data Lake, Natural Language, Conversational AI • 2018 – 2020

- Joined as employee #4 to establish product design and transform emerging AI/ML technology into a usable enterprise product.
- Designed natural-language interfaces that helped business users explore complex data without requiring specialized technical knowledge.

### Head of Design, Everstring

B2B, Machine Learning, AI, Marketing and Sales Enablement, CRM • 2016 – 2018

- Unified fragmented AI and machine learning capabilities into a cohesive product experience for sales and marketing teams.
- Simplified complex predictive analytics workflows through close collaboration with product and engineering.

### Head of Design, Grand Rounds Health (now Included Health)

Health Care, Patient Care, HIPAA, CRM • 2013 – 2016

- Joined as the first design hire and built a multidisciplinary design and research organization from zero to ten.
- Established a research-first approach to product development across patient onboarding, care coordination, messaging, and mobile experiences.
- Partnered with product and engineering to make complex healthcare services more accessible and understandable to patients.

### Senior User Experience Manager, ebay mobile and Innovation

Consumer, E-commerce, Mobile, Innovations • 2009 – 2013

- Built and led eBay's mobile design organization, supporting 21 applications and millions of customers worldwide.
- Led product design across mobile commerce experiences during a period when the channel grew to more than $3B in revenue.
- Contributed to eBay's global brand refresh, leading its translation into mobile experiences and ensuring consistency across platforms.

## Earlier Experience

Creative Director / UX Architect / Interaction Designer

IBM • Cognos • Celequest • Infor • SSA Global • Epiphany • LVL • i-Storm

## Capabilities

Design: Product Strategy · Interaction Design · UX Research · Design Systems · Prototyping

Leadership: Design Direction · Team Building · Mentorship · Cross-functional Collaboration

Technical: Figma · Swift / SwiftUI · HTML / CSS / JavaScript · AI/ML

## Patents, Awards & Speaking

Patent: U.S. Patent, In-Vehicle Commerce

Awards: Webby Awards, eBay Motors & Fashion

Speaking: UX Design Summit · Design for Health



*Any – or "em" dash seen in this text is purely intentional and human written.

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