

Celeste Rose

Product Design Leader

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[LinkedIn](#) | [Selected Work](#)

Product design leader with 15+ years of experience building and evolving consumer and SaaS products, including 12+ years at Vimeo progressing from hands-on designer to Director of Product Design. I lead at the intersection of product strategy, customer experience, growth, and craft—building strong teams, shaping product direction, and staying closely connected to the work to raise the quality of what ships. Most recently, I've been applying that experience to AI-powered products, helping turn early ideas into thoughtful, usable experiences.

Experience

CELESTE ROSE CONSULTING | Founder · Product & AI Design Consultant | 2026–Present

Partner with founders and organizations to define, design, and build digital products from early strategy through launch, with a growing focus on AI-powered experiences.

- Translate ambiguous customer and business problems into clear product strategies, experience concepts, and actionable roadmaps.
- Design and build AI-powered products end-to-end, working across product definition, UX, interaction design, prototyping, visual design, and implementation.
- Advise clients on where AI can meaningfully improve an experience, balancing automation with usability, trust, and customer control.
- Work directly with stakeholders to rapidly prototype, test, iterate, and move ideas from concept to working product.

VIMEO | Director, Product Design | Feb 2022–Apr 2026

Led product design across Growth, Monetization, and Core Product for Vimeo's self-serve business, supporting approximately \$246M in ARR and 1.1M paying customers.

- Led and developed a team of 3–5 senior product designers, setting design direction across acquisition, growth, monetization, creator workflows, distribution, viewer experience, search, and analytics.
- Partnered with senior leaders across Product, Engineering, Research, Data Science, and Marketing to shape product strategy, prioritize opportunities, define roadmaps, navigate tradeoffs, and align teams around customer and business outcomes.
- Led design strategy across Growth and Monetization, using customer research, behavioral data, experimentation, and business insights to improve acquisition, activation, conversion, engagement, and retention.
- Orchestrated the redesign of Vimeo's distribution experience, guiding senior design talent and aligning Product and Engineering to unify sharing, privacy, collaboration, embeds, and publishing into a cohesive experience. The work drove +10% subscription rate, +16% average bookings, and +5% platform retention.
- Directed the evolution of Vimeo's core creator journey from upload through distribution, spanning upload, video settings, logged-in homepage and navigation, sharing, embeds, publishing, and other foundational workflows.
- Built a strong design culture through critique, coaching, and hands-on design leadership, helping experienced designers grow their strategic ownership while staying closely involved in product vision, experience quality, and craft.



VIMEO | Lead Product Designer | Feb 2020-Feb 2022

Senior Product Designer | Feb 2018-Feb 2020

Product Designer | Feb 2015-Feb 2018

Associate Marketing Web Designer | Dec 2013-Feb 2015

Progressed through four roles from hands-on visual and product design into product and design leadership, taking on increasingly complex customer journeys, strategic initiatives, and cross-functional responsibilities.

- Designed and shipped experiences across Vimeo's creator and viewer ecosystem, developing deep expertise in end-to-end digital product design from discovery and research through prototyping, validation, and delivery.
- Led major product initiatives across acquisition, signup, logged-out and logged-in experiences, creator workflows, and Vimeo's broader core product experience.
- Grew from owning individual experiences to establishing product vision and experience direction across multiple teams, building strong partnerships with Product, Engineering, Research, and Data.
- Helped evolve Vimeo from a collection of individual workflows toward a more cohesive product platform, establishing shared patterns and creating greater consistency across customer experiences.
- Developed the product thinking, business fluency, and leadership foundation that ultimately led to responsibility for multiple product areas and a senior design team as Director.

PATCH.COM | Designer | Sep 2011-Dec 2013

Designed digital experiences and integrated marketing campaigns across consumer, sales, and field marketing, partnering with designers and copywriters from concept through execution.

Education

Towson University | Bachelor of Science, Graphic Design | 2011

Leadership & Expertise

Product Design Leadership • Product Strategy • Design Management & Mentorship • AI Product Design • Consumer & SaaS Products • Growth & Monetization • Customer Experience Strategy • Interaction & Visual Design • Prototyping • Experimentation • Design Systems • Research & Data-Informed Design • Executive Communication • Cross-Functional Leadership • Accessibility & Inclusive Design

