Celeste Rose

Product Design Leader

New Jersey / New York | celeste.rose37@gmail.com | 516-633-7788
LinkedIn | Selected work

Product design leader with experience shaping consumer and SaaS products, from hands-on design through leading teams at Vimeo. I combine design craft, systems thinking, and product strategy to simplify complex experiences and create intuitive products. I've led and mentored designers while staying close to the work, partnering across Product and Engineering to shape direction and bring thoughtful experiences to life. Today, I'm also designing and building AI-powered products, exploring how emerging technology is changing the way we design, prototype, and build.

Experience

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

Design and build digital products for founders and organizations, combining product strategy, hands-on design, and emerging technology to take ideas from early concept to working experiences.

- Design and build functional AI-powered products, using rapid prototyping to explore interactions, validate ideas, and move quickly from concept to implementation.
- Created BuzzBot, an AI-powered platform that makes fragmented school and community information easier to find through a conversational, searchable experience.
- Designed and built Nest with Celeste, an AI-powered postpartum support experience focused on thoughtful, personalized conversations and accessible guidance during the first 12 weeks after birth.
- Partner with founders and organizations to define product direction, simplify complex workflows, and turn early-stage ideas into functional experiences.

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 mentored 3–5 senior product designers, setting design direction and regularly workshopping solutions together to strengthen design quality, solve complex problems, and create more cohesive product experiences.
- Defined experience strategy across Vimeo's core creator journey, connecting fragmented workflows and establishing a more intuitive, consistent product experience.
- Led the redesign of Vimeo's distribution experience, bringing together sharing, privacy, collaboration, embeds, and publishing into a more cohesive workflow. The work drove +10% subscription rate, +16% average bookings, and +5% platform retention.
- Partnered with Product, Engineering, Research, Data Science, and Marketing to translate customer insights and business goals into product priorities, roadmaps, and shipped experiences.

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, growing from hands-on design execution to leading complex product initiatives and establishing experience direction across multiple teams.

- Led hands-on design of Vimeo's live production tool, translating customer research and complex broadcasting workflows into an intuitive, scene-based experience that made live streaming more accessible to creators.
- Helped establish Vimeo's Core Product team, partnering with Engineering and Product to rethink foundational creator workflows and improve consistency across the platform.

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 • Design Leadership • Interaction & Visual Design • Design Systems • Product Strategy • Systems Thinking • AI Product Design • Rapid Prototyping • Consumer & SaaS Products • Research & Data-Informed Design • Growth & Monetization • Cross-Functional Collaboration • Mentorship