

# Jason Gouliard

jason@gouliard.com

[www.gouliard.com](http://www.gouliard.com)

(512) 762-3382

[LinkedIn](#)

[Portfolio](#)

Jason Gouliard is a product design leader with 18+ years building consumer-grade experiences for complex B2B and SaaS platforms across fintech, commerce, and enterprise software. He is currently a Director of Product Design at Meta focusing on Facebook Monetization, where he leads design strategy and execution across newsfeed, AI experiences, lead generation, and new bets.

Over 18 years, he's built and led design organizations at the intersection of fintech, commerce, and enterprise software — at Microsoft, Google, Meta, Shopify, and Square.

**B2B & consumer-grade platforms** — Led seller- and buyer-side design for Instagram and Facebook Shops (Commerce Manager, Checkout, post-purchase, loyalty); ran Square's go-to-market design org spanning the public site, onboarding, dashboard, support, and AI; led Microsoft's end-to-end e-commerce UX across Windows, Xbox, and Microsoft.com, unifying dozens of buy-box templates into a single scalable design system. I bring consumer-grade craft to complex enterprise workflows.

**Trust, fintech & privacy** — Led Shopify's Financial Services design (Banking, Credit, Capital, Bill Pay, Tax) for millions of merchants, where trust, data protection, and compliance are core to the experience; and led design for Golden Frog's personal VPN and encrypted file-storage products, built for a privacy- and security-conscious audience.

**Design leadership** — Built and managed orgs of 20 to 50+ across product design, content design, UX writing, research, and management; up to 9 direct reports. I operate closely with engineering, PM, marketing, creative, and executive leadership, and emphasize data-driven design and rigorous experimentation. Led an AI transformation for my team at Meta, changing how my designers work day to day, and I practice the same shift in my own work, shipping native apps by directing AI coding agents. It keeps me fluent in where the craft is heading.

## Meta

San Francisco, CA

Sep 2025 - July 2026

### Director of Product Design - Facebook Monetization

I led product design for Facebook Monetization at Meta, focused on the experiences that turn consumer attention into sustainable revenue at global scale, including AI-driven experiences across the platform. My role involves close collaboration with teams across engineering, product management, marketing, creative, and executive leadership to

transform early concepts into successful market offerings. I manage daily design operations and actively mentor designers at various career stages. I'm committed to cultivating a diverse, inclusive team with varied backgrounds, perspectives, and skill sets. My approach emphasizes data-driven design and rigorous experimentation.

My organization consisted of 23 people - 21 product designers and 2 product design managers. I have 8 direct reports in this organization.

Skills: Product Design · AI Experiences · User Experience Design ·

## **Shopify**

San Francisco, CA  
Aug 2024 - Aug 2025

### **Director of Product Design - Financial Services**

I was the product design director for Shopify's Financial Services UX team, overseeing products such as Banking, Credit, Capital, Bill Pay, and Tax, where trust, data protection, and regulatory compliance are core to the experience.

My organization consists of 20 people - 15 product designers, 2 content designers, 1 UX researcher, and 2 managers. I have 7 direct reports in this organization.

Skills: Product Design · Fintech · Trust & Compliance · Business-to-Business Design · User Experience Design · Multi-Disciplinary Design Management

## **Square**

San Francisco, CA  
Sep 2022 - Aug 2024

### **Head of Design and Research - Seller Experience**

I was the head of design and research for Square's Go-to-Market Platform and Ecosystem Products & Surfaces. My team was responsible for our public facing website, the onboarding process, parts of the Square dashboard, the support experience, and our AI chatbot efforts.

My organization consisted of 40 people - 22 product designers, 5 content designers, 4 UX writers, 3 UX researchers, 5 managers, and 1 design program manager. I had 8 direct reports in this organization.

Skills: Product Design · SaaS · Business-to-Business Design · User Experience Design · Multi-Disciplinary Design Management

## **Meta**

Menlo Park, CA  
May 2021 - Sep 2022

### **Director of Product Design - Commerce team**

I was director of product design for Seller and Buyer e-commerce features across the Meta family of apps including Instagram and Facebook, in the Commerce organization at Meta. Some of our major projects include: the seller-facing Commerce manager experience for Shops, buyer-facing Checkout and post purchase experiences, buyer-facing incentives and loyalty programs.

My organization consisted of 54 people - 45 product designers, 8 managers, and 1 design program manager. I had 9 direct reports.

Skills: E-Commerce · Design Management · Visual Design · Advertising · Social Media · User Experience Design · Enterprise design · Product Design

## Google

Mountain View, CA  
Jun 2018 - May 2021

### Design Director - Google Shopping ads, Gmail ads, and Discover ads

I led three design teams at Google: Shopping ads, Gmail ads, and Discover ads. We focused on designing monetized features on Google.com, Image search, YouTube, Google Search app, Google Shopping, and Gmail.

My organization consisted of 21 people - 17 product designers, 3 managers, and 1 design program manager. I had 5 direct reports.

Skills: Google Ads · Product Design · Design Management · E-Commerce · Web Design · User Experience Design

## Microsoft

Redmond, WA  
Jun 2013 - Jun 2018

### Design Director - Storefronts and Commerce team

I lead the design and front-end engineering teams responsible for the IA, UX, and visual design for Microsoft e-commerce experiences across PC, Phone, Web, and Xbox. Focusing on the end-to-end e-commerce experience from demand generation to product pages, cart, checkout, wallet, configuration, Microsoft Pay, etc. I unified dozens of siloed buy-box templates into a single flexible design system used across every storefront.

I also managed the team of front-end developers responsible for the HTML, CSS, and XAML for storefronts experiences.

My organization consisted of 18 people - 11 product designers, 4 front end developers and 3 managers. I had 6 direct reports.

Skills: E-Commerce · Design Systems · Management of Multi-disciplinary Teams · Desktop Application Design · Mobile Application Design · User Experience Design · Visual Design · Consumer design · Product Design

## Golden Frog

Austin, TX  
Jan 2009 - Jun 2013

### Design Director

I led design for Golden Frog's privacy and security products: a personal VPN service and an encrypted personal file-storage product. My team owned the public-facing website, marketing, and the mobile and desktop apps, with the core challenge of making strong privacy and security genuinely usable for a non-technical audience.

Skills: Security & Privacy · Consumer SaaS · User Experience Design · Design Management · Desktop Application Design · Mobile Application Design · Web Design · Visual Design · Product Design

## Education

The University of Texas at Austin

Bachelor of Fine Arts  
1998-2002

**Patents**

PLA carousel fade in · USD917543S1  
Multiple images in PLA · USD914726S1  
Shoppable image ad format · US11348144B2  
Showcase assortment format · USD940735S1  
PLA inline expansion · USD918248S1  
PLA swipe and grow UI · USD923036S1