

Kim Inouye

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Design Operations Leader | AI-Enabled Workflows | AI Tool Builder

I'm a design ops leader who gets genuinely excited about how teams work and how to make that better. I've built ops functions from scratch at Etsy during hypergrowth, led the 0→1 launch of PayPal's first digital wallet, and spent the last year deep in AI tooling and workflow automation. I use Claude, Copilot, and Cursor in my actual daily work. I care about craft, not just logistics.

EXPERIENCE

PayPal *Sr Staff Program Manager, AI & Agentic, Payments Design* 2024–Present

- Built and launched agentic AI tools for PayPal's payments design team, including a prototyping tool that instantly generates design system-compliant components and agents that synthesize user insights into creative concepts
- Saved content designers 80% of time spent on compliance reviews by automating UK Consumer Duty workflows using Claude, ChatGPT, and Copilot
- Designed and built a custom capacity planning tool from scratch to model designer staffing against product roadmaps: [capacity-planner.netlify.app](#)
- Stood up Asana as the system of record for 70+ designers on the payments team, including full infrastructure build and onboarding
- Embedded with a small cross-functional pod to design, launch, and test PayPal's first Tap to Pay product in Germany. Facilitated working sessions across design, research, product, and engineering, built the operating rhythms, and guided the team from alignment to roadmap to product market fit
- Secured general counsel approval for Figma Make through cross-functional alignment with risk, compliance, and legal

PayPal *Chief of Staff, Global Product Design* 2022–2024

- Built and owned all operating rhythms for the design leadership team from scratch, including strategic planning, OKRs, capacity planning, quarterly business reviews, and roadmap development for a 300+ person global org
- Designed and ran the full communication infrastructure for design leadership: weekly Slack updates to the organization covering priorities, wins, and reminders; biweekly UX Shareouts where teams presented work to the broader org
- Facilitated all design leadership offsites and workshops, designing sessions to drive group decision making and alignment, not just check-ins
- Coordinated budget planning and forecasting across a \$50M+ portfolio, translating financial data into narratives leadership could act on
- Scaled operations through 40% org growth (200→300 employees) while improving team engagement 25%
- Built onboarding process and led recruiting efforts for PayPal's new Mexico City design hub

Etsy *Head of Design Operations* 2020–2022

- Built the design ops function from zero during hypergrowth, scaling from 30 to 100+ employees with no existing infrastructure, playbooks, or rituals
- Designed and launched the Design Lightning Review, a high-energy biweekly showcase of work produced across all design teams each sprint, creating visibility, momentum, and cross-team awareness of what was being built
- Produced the annual design summit and built professional development programs that gave designers a clear path for growth
- Developed an OKR framework that gave the design org a clear line of sight from their daily work to business outcomes, organized around three pillars: High Quality Design, Scale Quality, and Develop Top Talent
- Improved team engagement from 72% to 89% through operational frameworks and cultural programming

FLOR *Director of Digital Experience* 2015–2017

- Built a customer-facing rug design app, essentially a design system for a physical product, that let users customize and visualize their own rugs online and in store
- Increased conversion rate 120% through UI/UX improvements and data-driven merchandising
- Managed \$14M P&L with full revenue and operational accountability

HOW I WORK

I build with AI tools, not just manage their adoption. Recent projects:

- ROSE, an AI-powered design feedback decoder built as a personal project: rose-website-tan.vercel.app
- Capacity Planner, a custom tool for modeling designer staffing against product roadmaps: capacity-planner.netlify.app

Tools I use daily: Claude, GitHub Copilot, Perplexity, Cursor, Figma, Asana, Airtable, Slack, Jira

EDUCATION

Maryland Institute College of Art | MA, Data Analytics & Visualization
University of Illinois at Chicago | BS, Mathematics