

Cedric Rhodes

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Summary

I simplify complex challenges into thoughtful and elegant experiences.

Work Experience

Mercari | Head of Design, Global - Jun 2024 - Present - Tokyo, JP

- Shaping the end-to-end org vision, strategy, and execution across design, research, and content strategy to craft experiences that elevate engagement and drive key business success goals globally
- Conceptualized and launched a globally inclusive ACGE app from Japan, designed with deep fan empathy to connect anime goods communities and expand Mercari's international appeal

eBay | Sr. Design Manager - Jun 2019 - Mar 2024 - California, USA

- Led a design team in delivering on holistic experiences that impact engagement, user delight, and conversion across eBay's product ecosystem globally for B2C & C2C SMB customers
- Launched numerous solutions that solved customer problems in the US, UK, Germany, and Australia
- Built an international design team of 15, providing direction, guidance, and leadership

Cisco | Design Lead - Jul 2017 - Jun 2019 - California, USA

- Produced concepts, wireframes, workflows, prototypes, and hi-fidelity designs that influenced B2B product strategy in collaboration with product and engineering leaders
- Provided leadership, direction, and mentorship for a small team of 5 designers

Verizon | Lead Designer - 2015 - 2017 - California, USA

Storm8 | Sr. Designer - 2013 - 2015 - California, USA

Zynga | Designer - 2010 - 2013 - California, USA

Capcom | Web Advertising Designer - 2009 - 2010 - California, USA

Metropolis Magazine | Web and Graphic Designer - 2004 - 2008 - Tokyo, JP

Interac | English Language Instructor - 2003 - 2004 - Tokyo, JP

Education

BA Graphic Design, Japanese - 2002 Louisiana State University, USA

Skills

- 10 years experience leading teams & managing and developing designers
- Instinct for planning, prioritization of time and effort to launch products at scale
- Leads discussions and teams with strong communication and collaboration skills
- Extensive UX, UI, & Information Architecture experience across HTML, iOS, and Android
- Experienced with design and prototyping tools (Adobe, Figma, Principle)
- Comfortable being hands-on and navigating ambiguity
- Intermediate level Japanese proficiency (reading & speaking)