

# Cedric Rhodes

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## Summary

I simplify complex challenges into thoughtful, elegant experiences.

## Work Experience

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

- Lead the global design org's vision, strategy, and execution across design, research, and content, lifting time spent per user and advancing business goals worldwide
- Built and lead a 20+ person multidisciplinary team, setting its structure, direction, and quality bar
- Conceptualized and launched Mercari Global, an inclusive app for anime, comics, and gaming fans, designed with deep fan empathy to grow Mercari's international footprint

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

- Lead 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** | Contract Designer - 2009 - 2010 - California, USA

### **Metropolis** | Graphic Designer - 2004 - 2008 - Tokyo, JP

### **Interac** | English Instructor - 2003 - 2004 - Tokyo, JP

## Education

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

## Skills

- Org-wide leadership across design, research, content, and creative strategy.
- Team building & talent development across multidisciplinary, global teams.
- Cross-functional leadership aligning product, engineering, and business to drive impact.
- Craft & quality leadership through mentorship, feedback, and high standards.
- Hands-on, adaptive leadership that simplifies complexity and navigates ambiguity.