

LouLou Quintela

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Strategy & Operations | Design, Research & Product Operations

Professional Summary

Strategic and human-centered Program Manager with 15+ years of experience leading design, research, and product operations across top-tier tech and creative organizations. Known for building and scaling operating models, aligning cross-functional stakeholders, and driving clarity in ambiguity. A trusted partner to executives and design leadership, with a strong acumen to connect user insights to help drive strategy across the business.

Equally skilled in narrative design, I craft immersive, engaging experiences that help people understand complex information and truly absorb and act on it. From storytelling frameworks to experiential communication strategies, I design with intention — making content clear, memorable, and meaningful.

Areas of Expertise (aka Areas of Passion)

- Design, Consumer Insights, Product Operations Strategy
- Organizational Design & Change Management
- Program Development (0-1)
- Storytelling With Curated Experiences
- GenAI Research & Tooling Operations
- Stakeholder Communication & Influence
- Cross-functional Collaboration
- Workshop Design & Facilitation
- Resource & Capacity Planning
- Roadmapping & Timeline Definition
- Vendor & Budget Management
- Training & Implementation

Professional Experience

Design Program Manager, Netflix via CypressHCM, Los Angeles, CA (Remote) | 01/2025 – 04/2025

- Spearheaded the creation of a resourcing and capacity planning tool for the Member Experience Design (XD) teams, which includes TV, Mobile/Web, and PIE. This tool supports over 20 designers and 40+ projects by providing precise data visualization for leadership.
- Drove clarity across XD, PM, and other XFN partners to ensure alignment from kickoff to detailed design within the TV domain. Managed cross-domain initiatives like TV Categories, TV Information Architecture, and TV Details Page.
- I also focus on addressing root challenges within the design organization by implementing scalable systems and promoting sustainable practices. I illustrate our impact on the business by effectively communicating the design process and capturing data.

Head of Design & Creative Operations, PanasonicWell, Palo Alto, CA. | 02/2023 – 05/2024

- Established the research department and recruited a Head of Research, driving a 30% increase in product development and 15% of projects delivered early. Founded GenAI Research Operations, bridging the gap between HITL and the pace of AI in an incubation lab.
- Created and designed an insights workshop with the Head of Research and our vendors. Created a hand-held “How To” and Check-List for feature development for anyone in the company.
- Redesigned the structure of the design team and its operating model, fostering flexibility and modern skill sets to meet the tech landscape's demands. Renegotiated vendor agreements, cutting fees by 25% and saving over \$1M for Design and Product teams.
- Developed a company-wide product roadmap process and enhanced Executive Team alignment on OKRs, reducing meetings by 50%.

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Senior Design Program Manager, *Meta-Facebook*, New York, NY | 02/2021 – 02/2023

- Redesigned operations for the Facebook Integrity and News team, optimizing workflows for 30 designers and reducing meeting time by 3 hours weekly. This shift improved the visibility of team progress and reclaimed 5 hours weekly for the Design Director.
- Pioneered the Integrity, Trust, and Safety Conference, uniting 14+ teams and 40+ Leads to identify overlapping projects, consolidating 12 initiatives.
- Created a 'Source of Truth' document that cataloged all projects and personnel across teams, establishing a vital resource for the Integrity space.
- Mediated conflicts within my team through effective communication and collaboration, fostering a productive work environment.
- Defined roles and responsibilities for Design Program Manager ICs, aligning with business goals and supporting performance reviews and promotions.

UX Program Manager, *Google*, Mountain View, CA & New York, NY | 03/2014 – 11/2020

- *Infrastructure Team*: Developed a new strategy for the research participant sign-up survey, enabling simultaneous qualification for multiple studies and achieving a 40% success rate at launch. This redesign generated over 100K new sign-ups within two weeks.
- *Search, Maps & User Teams*: Unified four underperforming workstreams to enhance clarity and create a strategic roadmap. Led leadership reviews and political discussions, successfully launching all initiatives and influencing Material 2.0, including presentations at i/o 2018.
- *Maps Team*: Restructured the support model from DPM vs. Designer to DPM vs. Design Lead, maximizing impact across 14 verticals and four horizontals.
- *Maps Team*: Secured \$1M funding for a 0-to-1 Immersion Research program, establishing its strategy and managing the program and its stakeholders across four countries. This program has become essential for annual roadmaps and OKRs.
- *Maps Team*: Created an exhibit for the Immersion Research Program, effectively fostering empathy for users and engaging over 3,000 visitors.

Sr. Director of Studio, *Arnold*, New York, NY | 03/2013 – 02/2014

- Directed production artists, retouchers, motion designers, and producers while advising clients on production and technical services. Managed print, prepress, retouching, motion, interactive, and OOH projects across the agency's client portfolio.

Head of Studio, *Bartle, Bogle & Hegarty (BBH)*, New York, NY | 01/2008 – 02/2013

- Designed and executed the entire "Customer Experience" for new business pitches, crafting every detail—from the pitch deck to the experience journey from hotel arrival to our building, including room setup and takeaways. This approach led to a 60% win rate on all pitches.
- Oversaw all aspects of creation, both tangible and experiential, ensuring competitiveness and relevance. Conducted regular performance monitoring and reporting to identify growth opportunities.

Education & Credentials

- Master of Professional Studies (MPS) in Design Management - Pratt Institute
- Bachelor of Arts (BA), Graphic Design (Minor in Photography) - San Jose State University
- Masters in Marketing Equivalent Training - The Wharton School at the University of Pennsylvania