

Cary Kozak

Senior Product Design & Creative Lead

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SUMMARY

Senior Product Designer and Manager with 10+ years designing data-driven digital experiences across startups, energy, and omnichannel retail. Specializing in product discovery, experimentation, and growth initiatives that improve how people evaluate and choose products while driving measurable business outcomes, with 5+ years leading and mentoring small UX & Creative teams while remaining hands-on in design.

COMPETENCIES

Product Discovery & Growth Experimentation • Personalization • Conversion Optimization • UX Strategy & Research • Design Systems • Cross-Functional Product Development & Stakeholder Management • Generative UI • AI-native Workflows

EXPERIENCE

Mattress Firm
Apr 2023 - Mar 2026

Senior UX Manager
Led UX across browse journeys for the largest mattress retailer in the U.S., improving how millions of customers discover and evaluate products online.

- Partnered with testing and optimization teams to drive product improvements contributing to 4x planned revenue impact in FY25.
- Introduced and advocated AI-enhanced UX workflows while testing designs for AI conversational search and guided decision systems.
- Improved digital discovery experiences contributing to a 48% YoY increase in store intent in FY24.
- Led UX improvements across navigation, search, filtering, comparison, and PDP, improving AOV and revenue per visitor.
- Led adoption of Figma and UserTesting to scale design and research workflows across the organization.
- Managed and mentored two UX designers while remaining hands-on in experimentation and product design initiatives.

Mattress Firm
Aug 2019 - Apr 2023

UX Manager
Led product design initiatives focused on improving product discovery, customer confidence, and conversion.

- Contributed to 150% lift in add-to-cart, 20% increase in conversion, and 25% reduction in bounce rate through redesign and experimentation.
- Led design for the Mattress Matcher MVP, introducing guided product discovery and leading to 2x AOV.
- Implemented the company's first e-commerce design system integrated with CMS workflows.

Mattress Firm
Aug 2018 - Aug 2019

Digital Design Manager

- Managed a team of four designers delivering website experiences and promotional campaigns across mattressfirm.com, while introducing the company's first unified email and website design system to improve consistency and efficiency contributing to record-breaking e-commerce holiday sales.

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EXPERIENCE CONT'D

NRG Energy

Mar 2015 – Aug 2018

Senior UI / Visual Designer

Designed digital experiences across NRG Home Solar, Green Mountain Energy, Cirro Energy, and Goal Zero.

- Designed B2B and B2C experiences across marketing websites and customer portals, led redesign initiatives, introduced the company's first email design system, and mentored design interns.
- Led a website redesign to improve lead generation and customer acquisition, while optimizing partnership landing page workflows to reduce launch timelines and associated spend by 50%.

QAS

Sep 2012 – Mar 2015

Product Designer

Designed enterprise SaaS products that helped organizations monitor energy usage and sustainability performance across buildings and campuses.

- Introduced a modular "Starter Kit" offering that allowed organizations to start with core features and expand platform capabilities over time.
- Designed sustainability and energy analytics dashboards for engineers, occupants, and executive stakeholders.
- Contributed to the IntelliFace™ cloud platform for monitoring energy usage across buildings and campuses.
- Collaborated in client discovery meetings with enterprise organizations including HSBC, NYSE, GSA, and major universities to inform product requirements.

Atlantic Lifeguard Alliance

May 2009 – Sep 2012

Marketing Director & Staff Captain

Led marketing initiatives and managed surf lesson and rental programs while supervising and training 20+ lifeguards across 10 private beach homeowner associations, overseeing safety operations and certification.

EDUCATION

Bachelor of Fine Arts, Graphic Design

The College of New Jersey
2009 – 2012

TOOLS

Figma • Claude • UserTesting • Qualtrics • Contentsquare • Jira • Azure DevOps • Notion • AI-assisted design tools • Adobe Creative Cloud

VALUES

Help people move forward • Let evidence guide decisions • Build systems that scale • Create what should exist • Teams win