

Mendy Seldowitz

Senior UX Design Manager · Product Design Leader · Search, Ads & Marketplace Systems

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SKILLS

Design

- Interaction Design
- UX Strategy
- Design Systems
- Design Management
- Design Leadership
- Design Strategy
- Prototyping
- Mobile-First (iOS/Android)

Search & Ads

- Search UX
- Ads & Monetization
- Marketplace Design
- Sponsored Results Design

Strategy

- Executive Communication
- Cross-functional Leadership
- Growth & Retention
- A/B Testing & Experimentation
- Product Vision
- User Research
- Data-Informed Design
- AI Product Strategy

Technology

- AI/ML-driven UI
- Personalization Systems
- Design Operations
- API Design

ADDITIONAL

Taglit-Birthright Israel

Principal Product Designer
2015 – 2016

Modernized global digital ecosystem serving 50,000+ annual applicants; designed multi-sided marketplace for trip providers.

PORTFOLIO

[mendy.cc](#)

[linkedin.com/in/mendyismyname](#)

HIGHLIGHTS

- 15+ years product design
- Search & Ads specialist
- Design org leadership
- Executive-level influence
- AI/ML product systems
- JSwipe: 0 → 1M+ users
- Yelp: +15% search lift
- \$3M+ budget managed

SUMMARY

Product design leader with 15+ years of experience driving UX strategy for search, ads, and marketplace systems at scale. Deep expertise in search advertising design, AI-native interfaces, and design organization leadership. Proven track record of influencing executive decision-making, aligning cross-functional stakeholders, and translating complex product challenges into elegant, user-centric systems. Skilled in building and scaling design teams, establishing design operations, and moving core business metrics through experimentation, systems thinking, and data-informed design.

EXPERIENCE

Merkos 302 - Chabad World Headquarters

2020 - 2025

Director of Product Design & Technology

- Built and led an in-house design and engineering organization from the ground up, replacing a 50-person offshore workforce with an agile team, reducing annual operational spend by 50% while increasing product ownership.
- Defined and executed a cross-product design strategy unifying a fragmented digital ecosystem serving 5,000+ global centers, securing \$1M in strategic funding to drive the vision.
- Established design governance, design systems, and a shared design language that increased ship-velocity by 70% across teams.
- Managed executive stakeholder relationships and partnered with senior leadership to set long-term product vision and organizational priorities.
- Managed \$3M+ total project budget across technology and design initiatives.

Yelp

2018 - 2020

Senior Product Designer, Search, Ads & Growth

- Led UX strategy for Yelp Search Ads, redefining advertising as a value-generating search experience rather than an interruption, establishing a new advertising philosophy adopted across Search.
- Designed sponsored search results, contextual advertising modules, and promoted business experiences that balanced monetization with user trust, directly improving ad revenue.
- Drove a 15% lift in search engagement by designing and A/B testing Expressive Suggestions, reimagining autocomplete as a dynamic discovery surface.
- Co-created MDUI, an ML-driven adaptive UI framework that personalized layouts and content ranking for millions of monthly active users.
- Partnered with Product, Engineering, Sales, Legal, and executive leadership to align on a cohesive ads design strategy and ship high-impact features at pace.
- Led user research and experimentation programs that measurably increased ad engagement, advertiser adoption, and overall search monetization.
- Contributed to company-wide Design Systems, championing native mobile best practices and high-craft interaction patterns across platforms.

Audience ID

2016 – 2018

Co-Founder & Product Director

- Built a 0-to-1 AI-powered audience intelligence platform using enterprise ML to automate influencer discovery for clients including T-Mobile.
- Architected complex data-visualization dashboards and graph-theory models to map social influence and community dynamics at scale.

JSwipe (Acquired by Spark Networks / NYSE)

2014 – 2016

Founding Product Designer

- Designed the core interaction model and brand for the world's largest Jewish dating app, scaling from 0 to 1M+ global users.
- Built primary growth loops and premium monetization features (Super Swipes, Explore Feed) that contributed to a successful acquisition.

MLLNNL Agency

2014 – 2018

Co-Founder & Creative Director

- Directed creative strategy for \$1.5M+ in ad spend, delivering 100M+ impressions for global brands including T-Mobile, Wynn Las Vegas, and Birthright Israel.