

Joseph Krilanovich

UX Leadership
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(415) 627-8329
www.getjk.com

Work

2025
2024

Chief Design Officer • Linqto

- Head of Design at Linqto with a mission to democratize private equity investing
- Lead and mentor high-performing teams of UX, brand, and systems designers and managers
- Partner with product, engineering, and marketing to align design with broader business objectives
- Authored AI strategy for building Linqto.ai

2024
2017

Head of Design Systems • eBay

- Head of Design Systems at eBay on the OneExperience team
- Led the creation of eBay's first cross-platform, mobile-first, unified design across brand and product (playbook.ebay.com)
- Directed a multidisciplinary team of UX, systems, motion, brand and principal designers
- Asked to be part of the eBay Design Mentor program, eBay Internship Program, and Inneract Project

2017
2016

Director of Design • Metabiota

- Head of Design for a Google Ventures backed science startup looking to predict pandemics
- Managed and scaled a distributed team of designers
- Oversaw recruitment, mentor programs and talent development
- Provided creative direction for a complete rebrand
- Integrated agile methodologies to seamlessly embed design within the development process

2016
2015

Director of Design • Hover

- Completely rebuilt and redesigned IOS and Android apps to align with new brand
- Set product roadmap and vision contributing to significant revenue and user growth
- Developed internal productivity tools for 3D modeling, enhancing efficiency

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Work

Continued

2015
2013

UX Lead, Bundles • BitTorrent

- Led design initiatives for three product teams (visual and UX design)
- Developed the interaction design for the first pay-what-you-want torrent with Thom Yorke
- Ensured consistency across BitTorrent Bundle's web and mobile products
- Led weekly user research sessions in person
- Contributed to product strategy and vision as a core member of the leadership team
- Fostered a culture of design excellence across the organization through mentorship

2013
2011

Director of Product • Tripping

- Executed a full product and brand relaunch—earning media acclaim and doubling membership
- Delivered end-to-end product strategy, visual design, and front-end development that fueled a rapidly growing revenue stream
- Co-authored algorithmic search weighting

Service

2019

Inneract Project Lead • eBay

- Mentored a cohort of 5 students through a full 4-day project lifecycle, ensuring quality deliverables and comprehensive hands-on experience through the Inneract Project

Education

Bachelor of Arts

Applied Art & Design • Cal Poly, San Luis Obispo