ERIC TALKAR.

PRODUCT DESIGN LEADER

I shape digital products for global brands, combining strategic direction with hands-on design craft. Across 14+ years, I've managed teams of 11 designers, partnered with executive leadership on product strategy, and delivered AI-powered experiences with measurable business impact.

NAME **ERIC TALKAR**	LOCATION **NEW YORK, NY**
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EXPERIENCE

Square

PRINCIPAL PRODUCT DESIGNER • DEC 2025-PRESENT

Lead product design across Retail, Catalog, and Inventory, simplifying complex seller workflows through connected tools and AI-powered experiences. Shipped Scheduled Updates and redesigned item options and variations. Defined the vision for a shared scheduling framework, with ongoing work on Scheduled Resets and item availability. Designed Catalog Cleanup and am developing inventory intake experiences for Managerbot, Square's AI assistant. Built a Design Hub in Cursor to showcase work across Block's brands and presented it at Design Week.

Expedia Group

PRINCIPAL PRODUCT DESIGNER • OCT 2024-NOV 2025

Co-led design strategy and execution for AI Agent experiences across Hotels.com, Vrbo, and Expedia, connecting trip planning, shopping, and support. Co-authored the 2025 AI Agent roadmap with Product partners, facilitated discovery and alignment sessions, and presented strategy to senior leadership, including the CEO. Defined the Hotels.com Evolution vision and led a unified AI visual expression framework to align product and brand experiences. Directed keynote visuals and the AI Agent launch film for the CPO-led debut at Explore '25. Mentored designers through weekly critiques and learning forums.

eBay

SENIOR DESIGN MANAGER • FEB 2023-SEP 2024
DESIGN MANAGER • SEP 2021-FEB 2023
DESIGN LEAD • MAY 2020-SEP 2021

Headed Listing Design within eBay's Selling organization, managing **11** product designers and partnering with Product, Engineering, Research, and Content Design. Led the redesign of web and native listing experiences with generative AI, contributing **$6M** in incremental GMV, an 11% reduction in listing time, and a 4% increase in completion. Seller satisfaction increased **41%** among new sellers and **25%** among existing sellers, while latency fell 90%.

Directed GenAI Description, achieving **93%** acceptance, twice the adoption of other listing tools, and the Selling organization's highest CSAT rating. Led AI product-photo backgrounds and future-state concepts for shipping and agent experiences; the work contributed to eBay's AI Breakthrough Award for Best Use of GenAI. Previously led the View Item redesign and design initiatives across Stores, Global Header, Saves, and the desktop UX framework. Developed designers through mentoring, career panels, and storytelling workshops.

AT&T

ASSOCIATE DIRECTOR OF DESIGN • JUL 2019-MAY 2020
SENIOR LEAD DESIGNER • FEB 2017-JUL 2019
SENIOR DESIGNER • AUG 2015-JAN 2017

Provided creative direction for the AT&T.com refresh, photography, iconography, and Ready to Go delivery service. Simplified the brand's visual system by auditing and redesigning **1,600+** icons, removing one-third of the system, and redrawing 25+ app icons. Art-directed a custom photography library and the identity for the inaugural Leadership Summit, connecting brand expression with digital product experiences.

DIRECTV

SENIOR DESIGNER • OCT 2014-JUL 2015
DESIGNER • JAN 2013-OCT 2014
JUNIOR DESIGNER • JAN 2012-JAN 2013

Designed digital experiences for DIRECTV.com, co-branded sites, and NFL Sunday Ticket. Contributed to the DIRECTV.com redesign, simplifying the experience from 150 pages to 65, with a **29%** increase in clickthrough and a **50%** increase in engagement.

EDUCATION

Nielsen Norman Group

UX MASTER CERTIFICATE • 2023

Pratt Institute

BFA, COMMUNICATIONS DESIGN • 2012
AAS, GRAPHIC DESIGN AND ILLUSTRATION • 2010

Graduated with honors.