

Product and design leader with 10+ years shaping enterprise SaaS from early-stage through acquisition, including platforms serving 1,700+ global customers generating \$40M+ revenue. Operates across strategy, design, and implementation, using AI-native workflows throughout: from research synthesis and rapid prototyping to shipping production frontend code. Translates ambiguity into scalable product foundations in complex, multi-stakeholder environments.

leslie.tou@gmail.com / +1 (917) 442-3589

[leslietou.com](http://leslietou.com)

Remote • Based in the Philadelphia area • Open to NYC-based hybrid schedules.

## Experience



### **CleverFi / Fractional Head of Product**

2025 - Present

Leading end-to-end product strategy for a platform that eliminates Wi-Fi friction across diverse consumer environments, including residential, hospitality, travel, and retail.

- Shaping end-to-end product strategy for a platform that eliminates Wi-Fi friction across residential, hospitality, travel, and retail environments. Partnering with founder on positioning, GTM, and translating customer signals into integration priorities.
- Shipping production frontend code to accelerate delivery cycles and close the gap between design intent and live product.
- Building AI-powered product features and using AI-native workflows across research, prototyping, and spec development to compress discovery timelines.
- Defining product vision and UX across host-facing tools and consumer experiences. Standardizing integration specs to enable rapid development across diverse PMS platforms.
- Defining north star and proxy metrics to measure product health and track progress toward product-market fit.



### **Launchmetrics / VP Product Design**

2015 - 2025

Leader within the product organization, primarily scaling and overseeing the product design function. Additionally, over my tenure I served as acting PM for 5 different products including the company's two highest-revenue enterprise products, one consumer product, and 2 newly acquired products during key growth phases. Contributed to growth from early stage through \$40M revenue and 2024 acquisition by Lectra.

Key contributions including:

- Building and scaling the Product Design organization, establishing hiring frameworks and crafting the job ladder, introducing design processes, tooling, and rituals that improved collaboration and raised design quality standards.
- Partnering with executives and product leadership to define product vision, prioritize roadmaps, and translate complex requirements into clear, intuitive experiences.
- Led integration work including Merger in 2016 as well as 2 acquisitions, contributing to strategy, coordinating consolidation, platform migrations, and feature rationalization across combined customer base of 1,700+ brands in 70+ countries.
- Spearheaded efforts for establishing a design system, resulting in 1,000+ components adopted across 5 products, reducing development time by up to 15% and improving product sentiment.
- Design leadership across multiple product domains including data visualization and analytics, samples/asset management, events management, CRM, visual asset management, and influencer management & discovery.



### **Fashion GPS / Product Designer**

2012 - 2015

Early-stage hire who was the sole designer during a critical growth phase, then grew and led the design function as the company scaled ahead of its merger into Launchmetrics. Owned end-to-end UX across the core platform and defined foundational workflows. I mentored junior designers and established UX best practices.



### **eFashionSolutions / Digital Designer**

2010 - 2012

Agency specializing in e-commerce and digital marketing for fashion brands. Collaborated with marketers and brand managers to conceptualize campaigns aligned with brand identity. Designed shopping experiences, on-site promotions, email & affiliate marketing, and print collateral.

## Education

### **BFA in Communication Design**

**Parsons School of Design / New School University**

2002 - 2006

### **Front End Web Development**

**Flatiron School / New York**

2013

## Skills

### **Product & Strategy**

Product direction, roadmap prioritization, Cross-functional and partner alignment, Translating ambiguity, Using data and customer signals to guide direction

### **Product Experience & Quality**

Designing and evaluating multi-actor workflows, Platform consistency and experience quality, Design systems and scalable foundations

### **AI-Assisted Product Workflows**

AI-assisted research synthesis, rapid prototyping, design exploration, structured design patterns for AI-generated interfaces

### **Research & Discovery**

Customer interviews, Usability testing and workflow validation, Jobs-to-be-done framing, customer journey mapping, competitive benchmarking

### **Data & Insights**

Dashboards to surface insights, Translating data into narratives, Partnering with engineering to define meaningful metrics, Balancing quantitative and qualitative signals

### **Execution & Operations**

Turning strategy into delivery, Product & design operations, Supporting M&A and integration work, Coordinating across technical and non-technical teams

## Also Known For

**Cat rescue** side quests, shipping **bedtime stories**, and designing on **extremely constrained canvases** (10 at a time)