

DREW CARTER

Director of Product Design | Growth & Monetization | Crunchyroll

Summary

I bring a people-first perspective to product design — connecting a clear vision with the craft and collaboration it takes to make it real. My focus is on building thoughtful experiences and the teams behind them.

I help teams ask better questions, navigate complexity, and turn ambitious ideas into purposeful products.

I lead with AI in the workflow. At Crunchyroll I championed bringing generative tools into everyday design practice — accelerating research synthesis, concept exploration, and documentation — while keeping human judgment and accountability at the center of every decision.

AI Philosophy

An AI-forward practice at Crunchyroll — putting generative tools to work so designers spend more of their time on judgment, taste, and craft.

- Piloted AI tools like Lovable, Claude Code, and Figma Make — providing recommendations and proof-of-concept workflows and design processes.
 - Building standards for designing with AI and setting expectations with cross-functional partners in product and engineering.
 - Teaching designers how to use AI effectively in their workflows — how to go from zero to one.
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Employment History

Crunchyroll

Director of Product Design

Growth & Monetization | Streaming

October 2024 - Present

Key Contributions & Leadership

Led the Growth and Monetization design team across growth & acquisition, retention, payments, store, marketing technology, design systems, and enterprise systems.

- Lead 16 Product Designers across multiple business initiatives
- Quarterly Planning and OKR alignment

- 15M → 22M+ Subscriber Growth
- 2 Sony Patents
- Built organizational stability, team planning, and design operations
- Partner with SVP Product & Engineering on roadmap and vision
- Crunchyroll Manga Launch
- Demon Slayer Infinity Castle Promo Launch
- Global Launches in India, Mexico, Thailand, South Korea, Brazil, and more

Paramount+

Manager of Product Design

Enterprise Systems | Streaming

May 2022 - October 2024

Key Contributions & Leadership

Led Product Design for Paramount+'s Enterprise Content Platform, modernizing mission-critical editorial systems powering global streaming and live events from the Super Bowl to UFC.

- Led and mentored a team of Product Designers across a multidisciplinary org
- Directed design of a new global CMS, replacing a legacy platform used by hundreds worldwide
- Built the platform's Design System — components, documentation, governance, and UX standards
- Delivered editorial tooling for marquee live events (Super Bowl, UFC)
- Reduced manual content curation by 750 hours/year through workflow redesign
- Partnered with Product & Engineering leadership on strategy and platform modernization

GoDaddy

Lead Product Designer

SAAS

April 2021 - May 2022

Spur

Startup | B2B | Benefits & Employment Services

March 2020 - April 2021

Big Ass Fans

Senior Product Designer

Connected Smart Products

June 2017 - March 2020

Bayer

Product Designer

Enterprise Software
March 2014 - June 2017

Education

University of Kentucky
Bachelors Degree
Geography & Geographical Information Sciences