

Raz Schwartz

PRODUCT DESIGN & RESEARCH LEADER

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PROFILE

Design leader with a PhD in Human-Computer Interaction and vast experience building and scaling multidisciplinary design, research and writing teams. Led 40+ people at Welltech and 10+ at Spotify and Meta, working directly with CPOs, CEOs and boards to shape product direction from the earliest stages. Research-led, outcome-obsessed, with a high bar for craft and a clear view of what good looks like.

EXPERIENCE

Senior Director, Design, Research & Writing 2023 - 2026

Welltech

- Built and led a **30+ person** multidisciplinary team across design, UXR, content and writing
- Launched Return, an AI-driven wellness app achieving **+13% higher retention**
- Redesigned core app experience driving **+7% first-time usage** and **-11% churn**
- Led global expansion across LatAm and European regulated markets
- Drove monetisation, paywall and subscription design strategy across B2C health portfolio

Head of New Product Innovation Design & Research 2020 - 2023

Spotify

- Led **10+ person** cross-disciplinary team across design, research and data science
- Delivered Spotify Wrapped — **150M+ users engaged in 2022**, up 30% YoY across 180+ markets; drove a **21% spike in app downloads** on launch day and **14% DAU uplift**; inspired competitors including Apple Music, YouTube Music and Deezer to launch equivalent features
- Launched HiFi Lossless audio tier from zero to launch, delivering lossless quality to Spotify Premium subscribers
- Shipped Spotify Karaoke as an Innovation Lab experiment for Premium members
- Launched AI Playlist — an early AI-driven personalisation product allowing users to generate playlists from natural language prompts
- Built a rolling concept testing and innovation research programme that accelerated the team's ability to validate and pivot ideas

SKILLS

C-Suite product leadership

Design team leadership

UX research leadership

AI product design

Design systems

Monetisation & paywalls

AR/VR Innovation

Hiring & coaching

Global expansion

Health & behaviour change

Music Industry customer behaviour

EDUCATION

Postdoctoral Researcher

Cornell Tech
2012 - 2014

PhD, Human-Computer Interaction

Carnegie Mellon University
2008 - 2012

MA Law · BA Economics

Tel Aviv University
2002-2006

MEDIA COVERAGE

Work featured in Wall Street Journal, Wired, TechRadar, Rhizome and The Atlantic.

CURRENTLY

Writing *Design for Failure* — a book on why the most resilient products are built by teams that take error seriously from day one.

Meta / Oculus

- Early design and research leader on the Oculus team, helping establish UX frameworks and design principles for Meta's social VR platform
- Led design and insights for **Oculus Go** — winner of **Best Product at CES**; over **2 million units sold** within a year of launch
- Drove software design and insights for **Oculus Quest**, Meta's first 6DOF headset; the Quest platform went on to sell **over 20 million units** cumulatively
- Shipped **Oculus Rooms** — social VR spaces allowing friends to watch media and hang out together in virtual environments
- Shipped **Oculus Venues** — live streaming of concerts and sports events in VR, giving users the feeling of being in the audience
- Shipped **Horizon Workrooms** — a collaborative VR workspace for remote teams; featured in Wall Street Journal and Wired as a defining moment in the future of remote work

Keen road cyclist, runner and yogi.