



# Toby Silverman

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## What makes me different

Lead Product Designer with 11 years of experience building products from zero to scale. I think in systems, ship with craft, and measure impact in outcomes — not pixels. Currently obsessed with Claude Code and Conductor. Formerly a classical ballet dancer, Korean kindergarten teacher, rap tour camera man, and VICE photojournalist. I make software that are useful, usable, and beautiful — in that order.

## Experience

### Formation

Lead Product Designer | 2020-Present

First hire. Designed the MVP that got us backed by a16z. Scaled the platform to millions in revenue. Managed and coached two PMs and a Staff Product Designer.

### Codecademy

Senior Product Designer | 2018-2020

Helped start the Growth Team. Ran hundreds of experiments. Re-architected Free Trial — driving a 30% increase in Pro conversion and millions in additional revenue before our acquisition.

Grovo, Senior Product Designer, 2016-2018

Otherwheres, Co-Founder and Creative Director, 2015-2020

Headliner, Product Designer, 2016

Honor Mountain, Product Designer, 2015-2016

Freelance, Product Designer, 2014

## Education

Tradecraft — Product Design, 2015

UC Santa Cruz — B.A. Modern Literature, 2012