

ERIC CENTENO

DESIGN EXECUTIVE | CDO / SVP / VP PRODUCT DESIGN

wreckk@gmail.com 215.500.6761 San Francisco • Portland

Design executive leading product growth, experimentation, and org scale across consumer and B2B platforms. Build operating systems that improve decision-making, speed, and quality across Product, Engineering, and Marketing.

GOODRX

SVP, Product Design | Aug 2022 – Feb 2026

- Orchestrated GLP-1 product and brand launch, **driving 1200% MoM subscription growth** at scale
- Partnered with C-suite / Board members to drive a **\$750M+ revenue** consumer healthcare platform
- Oversaw a 40+ person Product Design + Content org serving over 20M monthly consumers
- Implemented a native mobile transformation, shifting 50%+ of unattributed traffic to full customers
- Executive design stakeholder shaping multi-million dollar national rebrand and TV campaign

OUTREACH

VP, Product + Brand Design | Dec 2020 – Aug 2022

- Led Product + Brand Design during scale to **\$200M+ ARR and \$4.4B valuation**
- Scaled Design, Content, and Research from 18 to 40+ amid sustained hypergrowth
- **Shipped AI-powered** capabilities across engagements, automation, and conversation insights
- Standardized operating rhythms to increase speed, alignment, and product quality

NAVAN (TRIP ACTIONS)

VP, Product + Brand Design | Apr 2020 – Dec 2020 (San Francisco)

- **Conceived and launched** Navan's first consumer travel product, expanding beyond enterprise
- Oversaw global travel and fintech design leaders across core product lines
- Implemented career ladders and operating frameworks to support enterprise scale

SLACK

Head of Design | Apr 2017 – Apr 2020 (San Francisco)

- Hired to lead Growth Design across upgrades, monetization, billing, and new user adoption
- Promoted to Head of Design, overseeing all initiatives across Product, and Content Design
- Drove revenue expansion **from \$150M to \$900M+** prior to \$27.7B acquisition
- Grew paid customers from **50K to 130K+ organizations** globally
- Improved activation from **11% to 18% through** design first growth and expansion

DISNEY

Design Leadership | Apr 2014 – Apr 2017 (Los Angeles)

- Led product design for early Disney streaming platform that preceded Disney+ launch
- Contributed to foundational direct-to-consumer strategy later scaling to 100M+ global subscribers
- Led cross-platform design delivery across TV, mobile, and web ecosystems

STRENGTHS

Subscription Growth • Monetization Strategy • Org Leadership • Executive Partnership • Consumer & SaaS Strategy • AI Prototyping • Vibe-Coded Deployment • Talent & Org Design • Design Systems & Information Architecture

EDUCATION

The Art Institute of Philadelphia

Degree in Multimedia Design