

Isaac Wooten

Sr. Staff UX Design Manager, Google
Founder & CEO, Digital Pool · Co-Founder & CTO, HangarX

EMAILi.wooten@gmail.com

SITEiwooten.com

LINKEDINlinkedin.com/in/levid

GITHUBgithub.com/levid

BASEDNorthwest Arkansas

FULL CViwooten.com/resume

27

YEARS, 1999 TO NOW

5 → 11

TEAM GROWN AT GOOGLE

4

COMPANIES FOUNDED

12

YEARS AT GOOGLE

SUMMARY

Sr. Staff UX Design Manager at Google, leading design for BigQuery and Google Cloud's AI-native data tools. Twelve years on the same products, from individual contributor to manager. On the side, Co-Founder and CTO of HangarX, Founder and CEO of Digital Pool, and before that Co-Founder of LunarCrush and fifteen years running Levid Media. I read the code and the Figma.

CORE COMPETENCIES

LEADERSHIPDesign management · hiring, mentoring and calibration · cross-org strategy · 0 → 1 product and company building

DOMAINSAI-native and agentic products · data and analytics at scale · developer experience · design systems

CRAFTUX and interaction design · visual design and brand · high-fidelity prototyping · data visualisation

ENGINEERINGReact and React Native · Node and GraphQL · iOS and Android · REST and GraphQL APIs

AGENTICClaude Code · OpenAI Codex · harness engineering · MCP servers · agent plugin and skills design

GOOGLE

Nov 2024 to now

DATA CLOUD UX, CLOUD DATA ANALYTICS

Sr. Staff UX Design Manager

Leads the developer-experience design team in Data Cloud UX, its lead since July 2026: BigQuery, Gemini Enterprise, BigQuery Studio, Databases Studio, the Data Agent Kit for VS Code and Data Apps for Notebooks.

Design lead across a **multi-thousand-person org** of UX, product, engineering, marketing and sales. Held the team at eleven until November 2025; six senior-and-above designers today, after company-wide layoffs. Most have been at Google more than five years; the newest joined two years ago.

Oct 2023 to Nov 2024

DATA ANALYTICS UX, BIGQUERY UX

UX Team Lead and Manager

Lead of the Data Analytics UX team from October 2023, and of BigQuery UX and BigQuery Experience from March 2024. Grew the team **from five to eleven at its peak**. Hiring, mentoring and calibration.

Led a six-month design collaboration across BigQuery, the streaming products and Cloud Setup to rethink onboarding. It removed friction from the setup journey and **unlocked new roadmap areas and additional funding for a partner team**.

Feb 2022 to Oct 2023

DATA ANALYTICS, STREAMS AND LAKES

Staff UX Designer

Returned from LunarCrush to design for BigQuery and the streaming products: Dataflow, Dataproc, Dataplex, Pub/Sub, Kafka, Flink and Spark.

Led design from zero on two new products: **Managed Service for Apache Kafka** (now GA) and **BigQuery Engine for Apache Flink** (public preview), plus the Pub/Sub and Managed Kafka integrations into BigQuery.

Jul 2018 to Jun 2021

GOOGLE CLOUD

Staff Interaction Designer and UX Engineer

Lead UX on Enterprise Customer Onboarding: Terraform blueprints and onboarding automation, 2019 to 2021.

Designed the network topology pattern for visualising complex systems, now core to Anthos Service Mesh.

Jan 2016 to Jul 2018

GOOGLE CLOUD PLATFORM

Staff UX Architect

Mar 2014 to 2016

STACKDRIVER, CLOUD DIAGNOSTICS

Senior Interaction Designer

VENTURES

2024 to now

HANGARX

Co-Founder and CTO

Every engineering project in an applied-AI venture lab. Built Cortex, the knowledge engine, first; it runs two portfolio companies and the Obsidian plugin.

Northlit, the lab's AI design suite: product direction, design system, front end and the MCP server, launched 2026.

2018 to now

DIGITAL POOL

Founder and CEO

Founded in 2018 as a side project, launched in 2020. Now thousands of events a month: **105,450 tournaments and 4.9M matches**.

Designed and built the brand, the web platform, the back end and GraphQL API, and the React Native iOS and Android apps. **Grew the team to seven**.

Aug 2017 to Jan 2022

LUNARCRUSH

Co-Founder and Chief Design Officer

1999 to 2014

LEVID MEDIA

Founder and Creative Director

EARLIER ROLES

1999-2014

Column Five Media, Senior Software Developer · **Kaleo Software**, Principal Product Designer · **Gaikai**, Senior Web Developer · **AKTA Web Studio**, Design Director · **Metagenics**, Senior Web Developer · **RED Digital Cinema**, Senior Web Designer and Developer · **Dropout Inc.**, **Mislabeled.com**, Creative Director · **Nintendo of America**, Online Technical Designer and Flash Developer · **RiverSharpe Interactive**, Project Designer and Flash Developer · **The Great Alaskan Shirt Company**, Art Director

EDUCATION

2001 to 2003

ART INSTITUTE OF SEATTLE

Associate of Applied Arts, Multimedia and Web Design

Attended on a design scholarship, won in a nationwide design contest in 2000.