

Tobi Bisiriyu

Design leader running advertising and revenue functions at scale. Founding designer turned function head.

Based in San Francisco, CA / bisiriyu.tobi@gmail.com / tobibisiriyu.com ↗

The Work

Manager, Product Design | Discord

Sept 2022 - Present

San Francisco, CA

Head of Design for Ads, reporting directly to the VP of Design. Lead a 6-person Product Design team across our Formats, Ads Manager (Tooling), and Measurement divisions. Directly responsible for how all Advertisements are created, appear in product, and interacted with on Discord.

- **Operate the Discord Ads design function end-to-end.** Full ownership of hiring, leveling, budget, performance, and roadmap across all three sub-teams. Personally hired and developed every member of the 6-person team (4 product designers, 2 visual designers), none of whom had ads experience in prior roles. Partner with Director+ Engineering and Product leadership on Ads Org strategic direction, headcount and capacity planning across the 151-person Ads org (~12% of Discord, growing rapidly).
- **Scaled to \$200M+ in Ads revenue with minimal user impact.** Authored the strategic case and guided the IC designers behind elevating Quests' entrypoint to top-level visibility alongside Nitro and Shop, Discord's other core monetization pillars — a cross-company change that required C-suite buy-in for investment. Resulted in a +19% increase in earned impressions across all active campaigns with neutral impact to core platform usage.
- **Ads Manager usability — UX overhaul with 100% Sales adoption.** Led design direction to remove engineering from campaign setup entirely and make Ads Manager fully usable for Discord's 50-person Sales org. Directed my team across the holistic experience — campaign setup, asset management, forecasting, and supply reservation — and fully onboarded all of Sales by Q1 2026.
- **Overseeing Discord's Self Serve Ads UX.** Steered the design strategy and direction for fully self-serve advertising on Discord by H2 2026, removing engineering and Ad Ops from the day-to-day campaign launch loop entirely for key formats. The unlock that takes Ads Manager from a sales-supported tool to a true platform — and a precondition for the long-tail advertiser growth needed to hit \$2B.
- **Bounties — Performance Ad revenue unlock, \$60M forecast for 2026.** Lead the design organization behind Discord's #1 Ads revenue bet for 2026 — a new format that rewards users for quick-hit video ad watches and unlocks Discord's entry into the mobile performance ad market. Own design direction, strategy, and quality bar as my team ships what's projected to anchor several hundred million in annual revenue and the company's path to \$2B.
- **58% blended repeat purchase rate in 2025 and 2026 across Desktop/PC advertisers.** EA, Google, Xbox, Epic Games, Netflix, and others. Strong evidence that the brand-awareness Ad formats my team designs lands with users and drives the down-funnel engagement advertisers care about. Numbers I bring directly into the room as my peers and I make the case for continued investment in Discord's Ads business.
- **Enabling AI-enabled Ads Design team.** Established the team's operating model and practice forum around AI tooling and code-first prototyping at the right moments — increasing throughput and craft quality without dependency. Every IC now ships demo builds directly to Engineers, spends less time on trivial work, and reserves bandwidth for deep work on the team's largest efforts.

As Founding Designer (Staff IC) of Discord Ads Org...

- **Quests — Creating Discord's first ad format.** Before the Ads design team existed, personally designed and shipped Discord's first ever ad format — a share-of-voice rewarded format launched across a 90M+ DAU platform. Also authored the platform's 3P creative & logo guidelines that still govern how advertiser content shows up across the Ads product today. Drove the majority of Ads revenue in 2024 and 2025, and remains a foundation of the business.
- **Video Ads — Creating Discord's first video ad product.** Personally created Discord's first desktop/mobile video advertising product, defining the company's video advertising principles and a new mode of consumption on the platform. Now responsible for 43% of Ads revenue YTD in 2026, up from ~27% in 2025 — a category I shipped alone now generates nearly half of the entire business.

Lead Product Designer | Robinhood Inc.

Sept 2021 - Aug 2022

Menlo Park, CA

Design leader during Robinhood's first year as a public company. Drove design for Core Stock Trading — the highest-revenue product surface — and shipped products that directly moved the stock price and the business.

- Designed Hyper Extended Hours, extending the trading day by 4 hours for all 35M Robinhood customers. \$HOOD rose 25% on launch day — a direct public-market response to the product launch.
- Led a team of four and co-drove product strategy for Partner Stock Program, a B2B gifting product. Generated \$8.5M in three months with clients including Amazon and Uber, with \$4M+ in pipeline at departure.

Designer | Apple

May 2018 - August 2020

Cupertino, CA

Global Interactive Retail Design team. Worked on Apple Watch, iPhone X, and AirPods Pro.

- Co-designed and led interaction design for Apple Watch Studio, Apple's online and in-store customization tool — the only way customers configure new Apple Watches. Apple Watch sales increased 36% YoY following launch.

Founder, CEO | The Creative Agency

May 2017 - August 2020

Los Angeles, CA

2018–2021 Freelance design studio. Clients: Disney+, Apple (Back to School), Instagram (IG TV), Postmates, Allbirds.

Expertise

C-Suite x Design function relations | Sales/AM partnership | Hiring & Budget Oversight | IC AI-enablement
AI Stack (Claude Code, Gemini, Cursor) | Standard Trade Tools (Figma, Code, Prototyping) | Cosplay

Education

University of Southern California (USC)

B.F.A in Design, Product

Stanford University (Summer 2020)

Design Thinking Bootcamp, Dean Invite.