

Cedric Meriau

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Executive design leader with 30+ years spanning visual craft, product strategy, and organizational leadership. As VP Product Design at Zeta Global, I lead experience strategy for Athena OS, the company's evolution toward an AI-native, agentic platform. I build organizations, unify fragmented products into coherent ecosystems, and reshape how design and engineering deliver software. Most recently, I led a transformation that reduced net-new interface delivery from weeks to days through Olympus, production components, and AI-assisted development. Craft remains the foundation of how I lead.

3 → 15+

direct designers, 23 collaborating

Weeks → Days

net-new interface delivery

30+

years from craft to design leadership

AREAS OF FOCUS

- Product & experience strategy
- Complex data & analytics
- AI-assisted product development
- AI-native & agentic experiences
- Design organizations & leadership
- Cross-functional executive leadership
- Platform & ecosystem design
- Design systems & product infrastructure
- Design quality & business outcomes

EXPERIENCE

Jan 2019 – Present

Vice President, Product Design

Zeta Global · San Francisco, CA

Experience strategy and design leadership for Zeta's Marketing AI platform.

■ AI-NATIVE PRODUCT VISION · ATHENA OS

- **Lead experience strategy for Athena OS**, Zeta's evolution toward an AI-native, agentic platform, defining how intelligence, agents, applications, data, and human workflows converge into one product experience.
- Partner with product and engineering leadership to define the experience model for AI-native software, shifting from feature- and screen-based interaction toward conversational, contextual, and agent-driven workflows.

■ PLATFORM UNIFICATION

- **Led the unification of independently built products and business-unit experiences into one coherent platform**, shifting design ownership from individual screens and features to ecosystem-level journeys.
- Established shared navigation, interaction models, and experience standards across data, analytics, intelligence, applications, and workflow experiences.

■ OLYMPUS · AI-ASSISTED DELIVERY

- **Moved product delivery from design-to-engineering handoffs to an AI-assisted, code-first operating model**, cutting net-new interface delivery from ~3 months to 3 weeks, and ultimately ~3 days.
- Built Olympus, Zeta's design system and delivery infrastructure, aligning shared foundations, tokens, component APIs, Figma libraries, production React components, and AI-ready documentation so design and coding tools generate production-quality UI, with accessibility built into the component layer.
- Created Olympus Design Studio, an internal environment where designers and product managers use AI-assisted coding to turn ideas into functional prototypes built with production components, accelerating validation and reducing translation and implementation effort at handoff.

■ ORGANIZATIONAL LEADERSHIP

- **Built Product Design from 3 to 15+ designers** across the US and multiple product areas, establishing leadership, operating rhythms, quality standards, and cross-functional ownership models as the platform scaled.
- Built the management layer and now lead through managers, shaping hiring and talent strategy and design operations.
- Partner with product and engineering executives on roadmap, prioritization, standards, and delivery, connecting design decisions to customer and business outcomes.

Mar 2018 – Jan 2019

Head of Product Design

Apollo.io · San Francisco, CA

- Led product design for Apollo's sales intelligence and engagement platform, shaping the workflows where sales teams find, enrich, and reach prospects.
- Designed search, data enrichment, and outreach experiences for a fast-moving, self-serve SaaS audience.
- **Owned brand and marketing creative** alongside product design, keeping product and brand one voice.

Jan 2017 – Mar 2018

Head of Design

Interana (now Scuba Analytics) · Redwood City, CA

- Led design for an enterprise behavioral analytics platform built for high-volume, query-driven exploration by technical users.
- Owned the interaction and visual foundations for dense data exploration, query, and visualization, turning analytical complexity into interfaces practitioners could trust.
- Partnered with product and engineering leadership on direction and held shipped work to design specification.

Dec 2015 – Jan 2017

Head of Design

Boomtrain (acquired by Zeta Global) · San Francisco, CA

- Built the design function from the ground up: recruited, hired, and mentored the team, and managed an outsourcing budget to keep delivery moving until it was in place.
- Led design across product and marketing on web and mobile, aligning initiatives with business goals set jointly with Product Management and measuring them against key metrics.

PREVIOUS EXPERIENCE

Jul 2013 – Oct 2015

Senior Lead Visual Designer

if(We) — Tagged · San Francisco Bay Area

Led design for Tagged across web, mobile, and data visualization; managed the team and hiring; partnered with the CEO and CTO on the company rebrand.

Nov 2011 – Jul 2013

Director of UX and Design

Full&By · San Francisco Bay Area

Led UX and visual design for Ink, a cloud point-of-sale app; managed designers and development handoff.

2010 – 2011

Interactive Art Director

Eveo · San Francisco Bay Area

Directed iPhone and iPad apps for bio-pharma clients including Novartis and Genentech.

2005 – 2010

Interactive Art Director / Creative Director (Freelance)

Keira Design · Paris

UX for web applications for Digitas France, TBWA, and DDB.

2000 – 2005

Interactive Art Director

Digitas · Paris

Interface and visual direction for Lancome.com, UniversalMobile.com, Bouyguestelecom.fr; led designers and agencies.

1996 – 2000

Earlier: Interactive Art Director, FKGB (1998–2000; PlayStation, Ubisoft, Sega, film and music sites) · Web Designer / Art Director, Incidences (1997–1998) · Graphic Designer, Aggelos (1996–1997) · Paris

EDUCATION

ENSAV — Enseignement National Supérieur des Arts Visuels · Visual Arts