

Rocky Medure

Design Leader & Builder · Pittsburgh, PA

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SUMMARY

Design leader with 12+ years at companies people actually use. I've led teams at Google, Cash App, and Duolingo – across consumer crypto, growth, retention, and health tech – and I stay close to the work. I'm a player-coach: I set direction, raise the quality bar, and still craft. I'm also a builder – I've started two companies from scratch and I know what it takes to go from zero to something real.

EXPERIENCE

Nectar Candy Co.

Feb 2026 – Present

Co-founder

- Co-founded a mobile Swedish candy cart in Pittsburgh. Launched Feb 2026 and growing – private events, farmers markets, online pick-and-mix orders, digital gift cards, and Candy Club subscriptions.
- Built the full technical stack from scratch: booking system, crew management, Square integrations, fulfillment, and customer-facing storefront at needmynectar.com.

vyb

2025 – Present

Founder

- Building an AI co-founder platform that pairs builders with an AI partner that shows up every day, holds context, and does the work alongside them.
- Designed and built the full product – Next.js, Supabase, Railway, Claude – from zero. **23 active builders**, first paying customer within weeks of launch, YC S26 application submitted.
- Founded the **vyb Meetup** in Pittsburgh – hundreds of founders learning Cursor, Supabase, and agentic workflows.

Duolingo

Apr 2024 – Jul 2025 · 1 yr 4 mos

Senior Product Design Manager – Growth (Retention & Reengagement)

- Player-coach on the Growth team. Managed designers across **Retention (Streak)** and **Reengagement (Widget + Notifications)** for a platform with 65M+ monthly active users.
- Dual-rolled: set strategy and raised quality across the team while crafting design for Retention myself.
- Pushed AI-native design practice into the team's workflow – generative tools across notifications, art direction, and concept development.

Cash App (Block)

Aug 2021 – Mar 2024 · 2 yrs 8 mos

Product Design Lead – Bitcoin

- Led the Bitcoin design team – vision, leadership, and team culture. Focused on making crypto approachable for people who had never touched it before.
- Under this team's work: **10,000+ new Bitcoin customers onboarded daily** – one of the largest consumer crypto adoption efforts in the US.
- Shaped strategy and vision in collaboration with the core Bitcoin leadership team and aligned with Cash App's broader goals.
- Patent holder: decentralized cryptographic asset exchange with secure interactive element (US12277562B1, issued 2025).

Google / Verily (Alphabet)

Jan 2014 – Aug 2021 · 7 yrs 8 mos

Interaction Designer – Shopping, Verily, YouTube

- **Verily:** Led design for Project Baseline, a clinical study platform redefining health benchmarks through genomics research. Translated complex biological data into tools clinicians and participants could actually use.
- **YouTube Premium:** Designed the uninterrupted viewing experience and conceptualized personalization and guidance features for the YouTube ecosystem.
- **Google Shopping:** Enhanced the Reviews experience, partnering with Engineering, Product, and Research to elevate user feedback mechanisms at scale.

PATENT

Decentralized cryptographic asset exchange with secure interactive element

A system for secure, verified crypto-to-fiat exchange via an agent network with physical identity verification.

US12277562B1 · Issued April 15, 2025

SKILLS

Design leadership

Player-coach

Design systems

Growth & retention

Consumer crypto / FinTech

Health tech

AI-native products

Consumer products

O to 1 building

Cross-functional leadership

Product strategy

Figma

Next.js / React

Supabase