

Charles *Amadeus* Kete

DESIGN DIRECTOR · PRODUCT DESIGNER · SOFTWARE ENGINEER

Design Director, software engineer, and product designer from Nice, France — over sixteen years at the boundary of design and engineering, with Apple, Marvel Studios, and today Gradle Inc. I practice programmatic design: user empathy fused with implementation fluency, earned on both sides of the fence as engineer and designer.

EXPERIENCE

Head of Design

FEB 2023 – **PRESENT**

Gradle Inc. · SF Bay Area · Remote

- Lead a ten-person team — product design, brand, video, copy, front-end engineering — across Develocity, gradle.com, the DPE Summit brand, and the Kradle design system.
- Shipped the full redesign and rebrand — gradle.com is now develcity.ai — on a token-driven web design system wired into Claude and Figma MCP: 10x faster page iteration.
- Redesigned Develocity's build observability — Trends, Failures, Tests, Predictive Test Selection — into one legible system for engineering teams from OpenAI to Volvo.

Head of Product Design

MAR 2022 – JAN 2023

Ribbon (by Hurst Lending) · SF Bay Area

- Led design across the RibbonCash+ offer platform and mobile app — redesigned end to end: +38% offer acceptance, -2.3 days median intent-to-offer.
- Stood up Quilt, Ribbon's atomic design system, and prototyped Fragments — fractional home ownership for everyday renters — end to end.

Head of Design

JAN 2020 – FEB 2022

REX · Woodland Hills, CA

- Hired and led a team of eight across product design, multimedia, and product management at the tech-first brokerage built to break the 6% commission.
- Reimagined rexhomes.com and the REX App on one design system across iOS, Android, and web: +118% organic traffic, 2.7x listing-page engagement, -44% time to first tour.

Director of Design & Engineering

JAN 2015 – JAN 2020

Abena North America · Los Angeles, CA

- Led a five-person design and engineering team across web, app, print, and packaging — including the Bambo Nature retail line and #ParentFearlessly campaign.
- Rebuilt abenusa.com and its Fitting Room on a bespoke Tailwind CSS + CSS Grid design system, an early champion of that stack: 2.4x conversion, +146% session length.

System Engineer

JUL 2013 – NOV 2015

Ross & Baruzzini · St. Louis, MO

- Engineered audiovisual, acoustic, and communications systems for large-scale transit, healthcare, and civic facilities (EASE 4.0, AutoCAD).

EARLIER

Apple — Product Design Engineer (2010 – 2012) · Human Interface team, refining the next evolution of Aqua — hybrid design-engineering on Maps Flyover's camera, compass, and POI cards, and on how Keynote's Instant Alpha and Magic Move felt.

SKILLS

LEADERSHIP & METHOD

- Design leadership
- Design systems
- HCI research
- Need-finding
- UXR & validation
- User testing
- Dev-process optimization

CRAFT

- UI/UX design
- Interaction design
- Branding
- Typography
- Grid & layout
- Wireframing
- Prototyping
- Storyboarding
- Mobile optimization

TOOLS & CODE

- Figma
- Photoshop
- Illustrator
- InDesign
- After Effects
- Miro
- HTML5 / CSS
- JavaScript
- Claude Code
- Xcode
- Cinema 4D
- AutoCAD

EDUCATION

Massachusetts Institute of Technology

B.S. Electrical Engineering & Computer Science · Interdepartmental Design Minor · MIT CSAIL — HCI
2006 – 2008

University of Massachusetts Amherst

B.S. Computer Science
2008 – 2010

Panthéon-Sorbonne Paris 1

UFR27 — Mathématiques & Informatique
2010

LANGUAGES

- French: native
- English: fluent
- Cape Verdean Wolof: fluent
- German: intermediate

INTERESTS

- Cinema
- Wine
- Music
- Basketball
- Reading
- Stephen Curry
- Travel
- Harry Potter
- Fitness