

# Isaac Wooten

SR. STAFF UX DESIGN MANAGER · FOUNDER · ENGINEER

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Northwest Arkansas (from Fairbanks, Alaska)

Design leader, founder, and engineer with 25+ years building products and companies from 0 → 1. Twelve years at Google building the UX of Google Cloud Platform — today leading the integrated developer-experiences design team in Data Cloud UX, focused on agentic AI. Founder & CEO of Digital Pool; co-founder & CTO of HangarX; co-founder & CDO of LunarCrush.

## CURRENT

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**Google** Sr. Staff UX Design Manager — Data Cloud UX 2014 – Present

Lead the integrated developer-experiences design team. Portfolio: Agentic BigQuery, BigQuery Studio, Databases Studio, Data Agent Kit for VS Code, Data Apps for Notebooks. 12-year arc from IC designer → UX architect → manager across Cloud observability, security, platform patterns (Network Topology → Anthos Service Mesh), data analytics, and design leadership.

## VENTURES

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**Digital Pool** Founder & CEO Present

Multi-division company for competitive billiards — platform & software, apps (web/iOS/Android), hardware (all-table system), and broadcast/streaming. 91,848 tournaments · 4.3M matches · 2.74M players. Being rebuilt AI-native.

**HangarX** Co-Founder & CTO Present

Applied-AI venture lab building vertical intelligence on shared infrastructure. Projects: Apex (AI strategy agent), Obsidian plugin, GenAI Creator Kit, The Mirror Protocol, HangarX Academy.

**LunarCrush** Co-Founder & CDO 2017 – 2022

Real-time social & market intelligence for crypto. Designed brand + web app, built first React front-end, developed the original Galaxy Score™ algorithm, led UX across web & mobile as the team scaled.

## SELECTED PRIOR EXPERIENCE

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Levid Media — Founder & CEO 1999 – 2014

Column Five Media — Sr. Software Developer 2013 – 2014

Kaleo — Principal Product Designer 2012 – 2013

Gaikai — Sr. Web Developer (acquired by Sony) 2010 – 2012

AKTA Web Studio — Design Director (acquired by Salesforce) 2010 – 2012

Metagenics — Sr. Web Developer 2009 – 2010

RED Digital Cinema — Sr. Web Designer / Developer 2008 – 2009

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**FOCUS & SKILLS**

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Design leadership & management

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UX architecture & strategy

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Applied / agentic AI product design

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Developer experience (DX)

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Design systems & patterns

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Front-end engineering (React, HTML/CSS/JS)

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0 → 1 product & company building

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Cross-functional leadership

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