

Victor Corral

Chief of Staff & Operations Leader, Product and Design San Francisco, CA ·
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Summary

Mission-driven Chief of Staff and Operations leader for a GTM VP of Product and Experience Design at Autodesk. I run the operating cadence for a 120+ person org (previously 300+), lead the Design Program Management practice, own headcount planning and allocation with Finance, and drive AI enablement and transformation across Product and Design. Previously, founded Design Operations at Silicon Valley Bank, and held a 50+ person design org together through the bank's collapse. US Navy veteran. MBA in Design Strategy.

Experience

Autodesk, Chief of Staff & Operations Lead

June 2025 – Present · San Francisco

Right hand to a VP leading a GTM Product and Experience Design team. I partner with the VP to establish and drive:

- **Executive communications and planning motions.** Annual and quarterly planning across multiple organizations, 19 programs, OKRs and supporting rituals, Leadership Team weekly and monthly forums, XLT meetings, People Manager forums, All Hands, offsites, calibration, and performance management.
- **Operational excellence.** Strategic headcount planning and allocation and key point of contact for Finance, Legal, and HR. Partnered with HR, Legal, Comms, and leadership to execute a round of layoffs, including the communications and organizational redesign that followed.
- **Cross-functional collaboration.** When Engineering changed its operating model drastically at the end of last year, I led the design and rollout of the new Product/XD engagement model across Architecture, Engineering, Product, and Design, the guide, timeline, communications, training, and ceremonies. Led the Design Program Management and Product Operations team in building the team playbook and cross-functional ways of working, led the adoption of Atlassian suite.
- **AI enablement and transformation.** Brought in AI training and vendor partnerships, ran tool pilots and adoption, and created a community for sharing AI best practices and workflows across Product and Design, including an org-wide XD AI Show & Tell, a learning sprint, and team-wide training on designing with and for AI grounded in customer, ethical, and policy considerations.

- **Creative culture and operations.** Helped design and launch the joint XD and PM portfolio review series, co-led the new product and design ceremonies supporting the discovery and definition phases, and facilitated the first joint people-manager forum across Product and Design.

Silicon Valley Bank (a Division of First Citizens Bank), Director, Design Operations

June 2020 – June 2025 · San Francisco

Founded and led DesignOps for SVB's Product Design team from team-of-one through scale, contractor cuts, the bank's collapse, and acquisition by First Citizens Bank.

Concurrent stints as **Interim Head of Product Design** and Interim Director of Product Design. product groups.

- Interim Head of Product Design (6 months, 2022–23). Led a 50+ person product design org during a leadership transition, reporting directly to the Chief Product Officer and sitting on the Product Leadership team. Held culture and **zero attrition** through SVB's collapse, the FDIC takeover, and the FCB acquisition.
- Built DesignOps 0→1 in an entirely ambiguous space. Consolidated 4 design tools into Figma; built end-to-end recruiting, hiring, and onboarding (team scaled from ~20 to 52); created the first design career framework, job families, and job descriptions; established team OKRs and standardized communications; built BCP, RCSA, and SDLC/WoW compliance posture.
- Authored the **Design Value Story / ROI document**, the first of its kind at SVB and First Citizens Bank, framing every design workstream as business-critical and documenting measurable impact for executive audiences.
- Built and shipped the first **UX Measurement Framework** at SVB to enable data-driven UX decisions.
- Built a data-driven capacity and resource management model that absorbed a **~50% contractor reduction** without losing project velocity; transitioned the org to a design studio model. Negotiated contractor retention through the post-collapse fallout, and managed vendor renewals, budgets, and forecasts with Finance.
- Selected to lead strategic cost management for the Chief Digital Officer organization during the FCB integration; led the team integration plan and merger communications.
- Created and led the company-wide Service Design course adopted across product and engineering.
- Interim Director, SVB Go Design (5 months). Led 12 product designers during the director's parental leave; partnered with product, tech, and design on process, communication, and partnership improvements.

Uber Eats, Sr. Design Program Manager

April 2020 – May 2020 (laid off, COVID-19)

Managed design operations systems, tools, and practices for design teams shipping products used by millions.

Capital One & Adaptive Path, Design Manager

July 2017 – March 2020 · San Francisco

- Co-invented and patented an algorithm-based web component for personalized financial product recommendations.
- Project-managed Capital One's first web design system and a major homepage and navigation redesign that generated millions in revenue.
- Led design operations across capitalone.com and Adaptive Path with an emphasis on people and culture.

Nonprofit, Government & Military Roles

2000 – 2015

- **Director, Mission Promise Neighborhood (MEDA).** Led a 5-year, \$30M federally funded community initiative modeled on the Harlem Children's Zone, focused on poverty reduction and educational outcomes in San Francisco's Mission District. Hired and supervised a team of 10 and managed 30+ partner relationships across nonprofits, SFUSD, city agencies, and Stanford.
 - **Insight Center for Community Economic Development.** Built a national coalition of 150+ experts on the racial wealth gap; co-published *Lifting As We Climb* (Ford Foundation funded).
 - **US Navy.** Hospital Corpsman, Medical Laboratory Technician. Deployed with the Marines as part of a surgical company during Operation Iraqi Freedom; board certified in medical laboratory technology.
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Education

- MBA, Design Strategy — California College of the Arts
- BA, Political Science — UC Berkeley

Languages

English, fluent Spanish

Service

Board of Directors — Pacific Primary, Mission Economic Development Agency, ETNA