Jon Fox

Product Design Leader

Phone
(213) 446-1381

Email
jonfox@jonfoxphoto.com

Website
www.jonfoxux.com

Location

South Pasadena, CA
91030

Profile

I am an expert-level Product Designer and UX leader who drives high-performing UX and design teams to translate strategic visions into user-friendly, leading-edge products and design systems through Figma and related toolsets. I believe strongly in creating a supportive space for designers to deliver the most value and impact possible through collaboration, design process and creative expression.

Work Experience

2024 - 2025
PanasonicWell

Product Design Lead, UMI, a family wellness AI

- (Contract) Designed and led UX design for AI-based chat experiences encompassing, recommendations, voting, family chat and data viz in a mobile app environment.

2022 - 2023
STRAVA

Senior Manager, Product Design (Design Systems)

Led design development for Strava's inaugural Design System and UX product features with 6 direct reports.

- Complete intake and output process for development of reusable Figma components yielding a 35% increase in design efficiency.
- Oversaw design strategy for revamped map and Geo-centric interfaces in Native Mobile and Desktop, including data visualizations and maps.
- Improved design process, crit culture and craft.

2021 - 2022
CrowdStreet
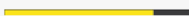
Senior Manager, Product Design

Built and led a team of 8 world-class UX designers in Figma design, user research, customer experience and designing a next generation investing platform.

- Delivered end-to-end design strategy for business objectives across numerous investor. types and financial compliance requirements increasing revenue by 30% and reducing efficiency costs.
- Directly managed customer experience and rebrand effort with an external agency incorporating their vision into our day-to-day roadmap.
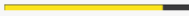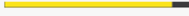
Skills

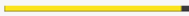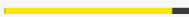### Leadership

Communication
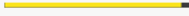
Mentorship

Collaboration

Organization

Process Dev.

Strategy

Work

Experience

Continued

Skills

Design

Figma Design

Adobe Creative Suite

Design Systems

Information Architecture

User Research

Workshops

Education

Interests

2020 - 2021
Kaiser Permanente

Senior Design Systems Lead
Led the next evolution of the KP Design System across mobile and web.

- Developed and optimized an Agile-based intake and output process for the Design System and the technical development of UI components with interactive, prototypes designed in Figma.

2018 - 2020
Smartmatic / LA County

Snr. Experience Design Lead - (Los Angeles Voting Solutions For All People Project)
Design implementation and validation of hardware and software for digital touchscreen voting systems and backend tools for civic and federal elections in LA County.

- Designed on-screen workflows, diagnostic screen architecture and motion graphics..
- Led user engagement, training and service design projects including accessibility requirements for differently-abled users.

2016 - 2018
Idean, A Capgemini Company

Director of UX and Service Design
Led 4 creative and service design resources on design strategy work, including Enterprise Application UX design, Automotive UI, VR, AR, mobile and motion graphics.

- Facilitated workshops on design thinking and ethnographic research studies for clients solving business strategies and organizational challenges.
- Clients include: Virgin Hyperloop One, VW, HSBC World Rugby, Google, Honda, Avetta and Hitachi.

2013 - 2016
OpenX

Director of User Experience
Built and managed the UX Design team from the ground up and led UX and brand design initiatives for B2B Saas applications.

- Delivered design strategy including building a complete user research practice on product workflows and IA with external and internal customers.
- Paired with engineering to develop a first-ever Design System improving design quality and efficiency by 30%.

Previous experience available on LinkedIn:
https://www.linkedin.com/in/jonfoxux

1993 - 1997

University of Southern California
Bachelor's Degree, School of Cinema-Television
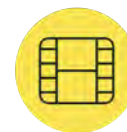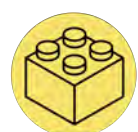Focus on interactive and new media

---

Photography   Travel   Music   Film   Lego

🐦 @JonFoxUX   in /in/jonfoxux   📷 @jonfoxphoto