



## Location

South Pasadena, CA

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## Phone

(213) 446-1381

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## Email

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## Web

www.jonfoxux.com

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## CORE COMPETENCIES

- Design Leadership & Team Management
- Design Systems Development (Figma, Tokens)
- UX Strategy & Product Innovation
- Product Design and Concepts
- User Research & Usability Testing
- Cross-functional Collaboration (Agile/Lean)
- Accessibility & Inclusive Design

# Jon Fox

## Product Design Leader

User-centric Product Design Leader with 10+ years leading design teams and delivering strategic UX solutions for complex digital ecosystems, including AI platforms. Proven expertise in building design systems, scaling teams, and improving product efficiency through user research, design process optimization, and cross-functional collaboration. Passionate about empowering teams and elevating design maturity within organizations.

## Experience

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### Product Design Lead (Contract) – Agentic AI Platforms

2023 – 2025

- **PanasonicWell / UMI, Family Wellness AI**  
Designed and led UX for AI-powered mobile chat experiences, including recommendations, data visualizations, and family interactions. Delivered a cohesive design approach aligned with AI ethics, usability standards, and mobile-first principles.
- **Wonderment Apps / Contesimal**  
Led the end-to-end product design for an AI-powered research tool for publishers, using Figma to create intuitive interfaces that streamlined content discovery and editorial workflows.

### Senior Manager, Product Design (Design Systems) –

STRAVA

2022 – 2023

- Led creation of Strava's first design system, managing 6 designers and improving design efficiency by 35% through reusable Figma components.
- Directed design strategy for geo-centric mobile/desktop features, improving map usability and interface consistency.
- Elevated design quality and collaboration by enhancing critique culture and process frameworks.

### Senior Manager, Product Design –

CrowdStreet

2020 – 2022

- Built and managed a high-performing UX team of 8; led full product redesign of investment platform and marketplace.
- Increased platform revenue by 30% through improved investor experience, compliance workflows, and streamlined onboarding.
- Directed customer experience efforts and led brand redesign in collaboration with external agencies.

Experience continued on the following page.



## CORE SKILLS

Product Design • UX Design •  
UI Design • Design Systems •  
Figma • Adobe Creative Suite •  
Interaction Design • User  
Research • Design Thinking •  
Wireframing • Prototyping •  
Agile/Scrum • Accessibility •  
Team Leadership • Usability  
Testing • Information  
Architecture • Mobile and Web  
Design

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## Additional Comms

**LinkedIn**  
[/in/jonfoxux/](#)

**Instagram**  
[@jonfoxphoto](#)

**Threads/Bluesky**  
[@JonFoxUX](#)

References available  
on request.

## Senior Design Systems Lead –

Kaiser Permanente

2020 – 2021

- Scaled KP's design system across mobile and web, improving component usability and design-developer collaboration.
- Implemented Agile workflows for intake/output of UI assets, increasing team throughput and consistency.

## Senior Experience Design Lead –

Smartmatic / LA County Voting Systems

2018 – 2020

- Designed end-to-end UI/UX for civic voting hardware and software used in LA County elections.
- Created fully accessible workflows for touchscreen voting and diagnostic systems; led service design for differently-abled voter access.

## Director of UX & Service Design –

Idean (A Capgemini Company)

2016 – 2018

- Led design strategy projects for clients including Google, Honda, HSBC, VW, and Virgin Hyperloop.
- Facilitated user research and design thinking workshops across mobile, VR/AR, automotive UI, and enterprise applications.

## Director of UX –

OpenX

2013 – 2016

- Founded and led the UX team and design system for OpenX's B2B SaaS / Ad Tech products.
- Launched complete user research program; improved IA and product workflows to increase usability by 30%.

Additional and previous experience available on LinkedIn.

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## Education

### University of Southern California

Bachelor's Degree – Cinema-Television (Interactive Media Focus)

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## Tools and Interests

- **Proficient in all modern software design tools:**  
Figma, AI (Lovable, OpenAI, Anthropic), Adobe Creative Suite, Miro, Mural, Whimsical, Jira, Zeplin, Analytics, HTML/CSS, etc.
- Travel, Photography, Hiking, Music-powered, Film-lover, Lego-builder
- Co-founded NELAUX (Northeast LA UX) Community Organization