NATE JONES

Product Design Leader

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SUMMARY

Product design leader with 16+ years building teams and design practices that drive transformational business outcomes. Led design organizations whose products contributed to $205M+ in acquisitions, while achieving an 83% increase in conversion rates, 60% reduction in software costs, and 37% boost in employee engagement. Expert at recruiting and scaling high-performing design teams, establishing design systems and operations, and aligning cross-functional strategy across healthcare, fintech, SaaS, and retail sectors.

EXPERIENCE

Senior Product Designer

HappyFunCorp | Jul 2021 – Present

- Drive design strategy for diverse clients across healthcare, web3, DeFi, SaaS, and retail, delivering an 83% increase in conversion rates for a key client
- Lead end-to-end product design from discovery through implementation, identifying opportunities and translating complex requirements into intuitive user experiences
- Collaborate with cross-functional teams to balance business objectives, technical constraints, and user needs

Director of Product Design

Dealer Inspire | Jun 2019 – Jul 2021 (2 years 2 months)

- Built and led product design team from ground up, establishing design processes and culture that delivered 60% reduction in software development costs and 37% increase in employee engagement
- Defined creative direction for software platform serving 8 products, creating comprehensive design system from scratch
- Recruited, mentored, and managed design team through process-building workshops to ensure sustainable, high-quality output
- Represented company at national conferences and as podcast guest, establishing thought leadership

Product Owner

Dealer Inspire | Sep 2018 – May 2019 (9 months)

- Owned product roadmap for critical revenue stream in emerging automotive digital retailing space
- Conducted user research to validate concepts and led agile ceremonies to drive cross-functional execution
- Served as product evangelist at national conferences, sales calls, and RFP responses

Lead Product Manager

Dealer Inspire | Aug 2015 – Sep 2018 (3 years 2 months)

- Managed product lifecycle for three of four critical revenue streams, conducting user research and designing features
- Partnered with CEO/founder to pioneer automotive digital retailing, defining the category from 0-to-1

Director of Enrollment Marketing

Columbia College Chicago | Mar 2014 – Jul 2015 (1 year 5 months)

- Led team of 8 across marketing, design, and technology to create innovative enrollment solutions
- Designed and drove development of application status dashboards and recruitment event platforms

Earlier Career Highlights

Associate Director of Recruitment Engagement, Columbia College Chicago | May 2011 – Mar 2014

Led team of 4 designers and writers to communicate the value of art education

Interactive Design Manager, TCS Education System | Oct 2008 – May 2011

Designed scalable content management platform and digital solutions for 5 campuses nationwide

Interactive Designer, Pearson Education | Feb 2007 – Oct 2008

Crafted user experiences aligned with business objectives for educational technology products

SKILLS & EXPERTISE

Leadership & Strategy: Design Leadership • Team Building & Mentoring • Product Strategy • Design Ops • Stakeholder Management

Design Practice: Product Design • UX/UI Design • User-Centered Design • Design Systems • Prototyping • Wireframing

Tools & Methods: Figma • FigJam • Facilitation • Workshops • Storytelling • User Research

EDUCATION

Bachelor's Degree | Otterbein University