

Jonathan Stephens

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SENIOR PRODUCT DESIGN & DEVELOPMENT MANAGER

FUTURE-FOCUSED VISION FOR DESIGN & DEVELOPMENT • INCLUSIVE LEADERSHIP

PROFESSIONAL PROFILE

Experienced, multidisciplinary, inclusive Senior Product Technology & Development leader with 20+ year track-record of product-focused design/development for widely varied client, customer, and partner facing organizations. Open, transparent leadership style working with diverse groups from 60+ different countries. Manages transformative change via inclusive practices rooted in design fundamentals and tenacious curiosity in defining strategy and vision. Thrives in collaborative, iteration-focused environments, pairing data with storytelling while creating space for people to make things better.

- **History of excelling in serving** companies developing impactful new technology products, using deep understanding of hyper-growth organizational dynamics/changes, UX-centered design and development, and end-to-end ownership of UED process.
- **Recognized open, transparent, authentic organizational leadership style**, developing people, identifying process improvement opportunities while delivering quality, and simplifying complex information for data-driven decisions.
- **Known as designer, leader/facilitator**, coach/mentor, writer/editor, photographer, and animator, praised for proactive people management and technical expertise in creating innovative solutions while communicating across all management levels—from executive to employees and principal to junior.
- **Directed Team Leads and their teams in creative global-scale crafting of new products**, identifying opportunities for effective problem-solving and performance optimization via data-supported decision-making with extensive A/B testing.
- **Collaborates across functionalities and strengths** to discover needs and co-create solutions, recommend changes and their management, and facilitating adjustment to increased product design complexity as businesses scale.
- **Awarded by leading global travel corporation for pioneering inclusive, safe working-space creation**, via co-worker nominated Internal Playmaker and Inclusionist Awards in two successive years, 2019 and 2020.

SKILLS & FOCUS AREAS

Management/Leadership: Directing Team Leads & Their Teams • End-to-End Product Development • Change Management • Creative Practices & Processes of Design • Project Management & Product Management • People Focused • Situational Leadership • Building High-Performing Agile Teams

Strategic Communications: Simplifying Presentation of Complex Information • Coaching & Mentoring • Cultivating Ecosystems via Active Listening • Actionable Advisement • KPI Development • Goal Setting • Cross-Functional Partnering & Collaboration • Goal Setting

Tools & Technologies: Figma • Design Systems • Adobe Suite • Google Suite • UX Centered Design • Web/Mobile Product Design & Development Leadership • Agile Facilitation/Organization • HTML/CSS • Accessibility

Languages: English (native), Spanish and Dutch (conversational)

PROFESSIONAL EXPERIENCE

MOON AUDIO | Cary NC

03.2023 TO 08.2023

Company: 20+ year e-commerce enterprise selling hi-fidelity audio gear and manufacturing premium audio cables.

Lead Product Designer & Design Manager

Scope: Oversee company brand, content marketing, design, and web technology. Lead data-supported decision-making organization-wide, directing internal operational changes and introduction of new tool services. Transform business

. . . PROFESSIONAL EXPERIENCE CONTINUED . . .

strategy, knowledge management, web/UX design, and CMS and Tech Stack development. Direct internal operational changes and introduce new internal tools services.

Key Results:

- Using business data analysis, created brand-refreshing vision and strategy, and design CX-enhancing website features.
- Originated design system for company-wide multi-channel internet marketing and presence.
- Successfully communicated business risk of not investing in product design, through consistency across multiple platforms and brands, information architecture and website way-finding, ensuring accessible content and full use.

POET & SCRIBE | Raleigh NC**2022 TO PRESENT**

Company: Technology and design / development coaching and consulting company.

Co-Founder

Scope: Direct coaching of professionals towards empathetic and inclusive leadership, and consulting of businesses with research and advice.

Key Results:

- Founding partner of User Experience Design (UED) coaching and consulting business.

BOOKING.COM | Amsterdam, Netherlands**2013 TO 2022**

Company: One of world's leading travel marketplaces with most downloaded app, connecting travelers across 220+ countries' 28MM+ accommodation listings in 40+ languages, via technology investment. 20,000+ employees worldwide.

Senior Manager of Product Design & Development (2016 to 2022)

Scope: Managed 30 to 100 in diverse customer-facing and partner-facing teams, shaping strategy, team development, and business growth in projects across widely varied products and technologies. Directed Principal, Team and Craft Leads, Senior, and Junior designers; front-end and back-end developers; engineers and data scientists; user researchers, analysts, and copywriters; and quality specialists; across spectrum of products and technologies. **Product scopes:** Defined strategy and vision; content, maps, search, and localization B2C; and web, XML/API, and iOS/android technology of B2B product platforms.

Key Results:

- **Navigated organizational, leadership, and community development** via creative problem-solving, people, process, performance, software projects, and change management including through Covid-19 pandemic and other transitions.
- **Organized two Department Conferences** educating 300-500 people while facilitating alignment for increased productivity and quality.
- **Advised and mentored startups**, via Booking Cares Lab, drawing on experience-informed knowledge of hyper-growth and design fundamentals' impact on business practices and processes.
- **Designed** internal team effectiveness researched reports; **created** Partner Product Department's three-year quality strategy; and **guest led** Technology Department Team Lead and Senior Manager trainings.
- **Created/led workshops, trainings, and presentations:** "How Does the Technology Department Work?," "10 Principles of Design at Booking.com," "Diversity is Easy; Inclusion is Hard," and "Inclusion is Hard; It's The Only Way Forward."
- **Won one of 30 Playmaker Awards worldwide via peer nomination in both 2019 and 2020**, for modeling and encouraging inclusivity by spearheading, facilitating, and designing internal "Inclusion, Diversity, and Belonging practices" portal.

Works Council Representative & Executive Co-Chair (2020)

Scope: As executive leader at global headquarters during pandemic downsizing, instrumental in corporate and Human Resources strategy as elected representative.

Key Results:

- Instrumental in downsizing logic, optimizing economics, shifting strategy, and minimizing business and employee impacts.

Senior Product UX Designer**2015 to 2016**

Scope: Fast-tracked to lead four unique cross-disciplinary designer, front-end developer, backend developer, and copywriter Agile teams, using UED. Organized/facilitated meetings, and continuing to contribute instrumentally to product design needs. Product Scopes: Checkout & Booking Process; Post Booking Experience; blog.booking.com; and Outages as a Firefighter.

Key Results:

- Optimized team performance, using KPIs and goal-setting, in customer-facing products' data-driven product design and development, cross-platform experimentation, data analysis, and user research.
- Developed designers to improve craft and product quality, by developing and teaching on-boarding trainings for new-hire designers, and delivering workshops to designer community.
- Created and provided professional development: "Design for Front End" onboarding training; "Storyboarding in UX Design" and "Git Bisect for Designers" trainings and workshops; and "10 Principles of Design at Booking.com" presentation.
- Rearchitected Booking.com's B2B mobile app, drawing on the power of collaboration in addition to strategy.

Team Lead Developer**2014 to 2016**

Scope: Led multiple Agile, inter-disciplinary product development teams, while continuing to contribute instrumentally to product design needs. Facilitated teams' vision, identifying and developing talent, and assessing performance with KPIs and goal-setting. Motivated and recognized individual and team contributions.

Key Results:

- Improved primary B2C product design and develop through hyper-growth period, contributing to its facilitation through interviewing, on-boarding trainings, and more effective recruitment.

UX Designer**2013 to 2015**

Scope: Designed process components, from research to UI design through shipping production code, using HTML, CSS, and UED proficiencies, and in-house templating engines to display data from back-end.

Key Results:

- Solved challenging problems by taking full ownership of ideas to self-driven creation via Sketch, Framer, and InVision prototypes of wireframes and polished mockups, while collaborating with developers, product owners, and copywriters.

EARLIER CAREER CONTRIBUTIONS INCLUDE

Most of a decade as Freelance Web designer at jonathanstephens.us; UX Interactive Web Designer at Smashing Boxes in Durham, NC; Graphic Design intern at NC DENR Division of Environmental Assistance and Outreach; Newspaper Designer/Photographer at The Technician daily newspaper; Graphic Design President at Token Energy, heading-up design team to create display screen interface and infographics.

FORMAL EDUCATION & CERTIFICATION

Bachelor of Graphic Design with Spanish minor | **NORTH CAROLINA STATE UNIVERSITY** | Raleigh, NC **2011**

- Cum Laude

Certification: 100 Mentorship Minutes | **ADPLIST.ORG** | **2022**

AWARDS

One of 30 global Playmaker and Inclusionist Awards | **BOOKING.COM** **2019 and 2020**

- Peer-nominated, recognizing and celebrating modeling of building a "culture of inclusion".