






Jonathan Stephens

Senior Director, Product Development

Multidisciplinary product leader with 18+ years experience managing & building products, teams, and orgs for global enterprises, agencies, and start-ups. Excels at aligning people, processes, and products towards organizational goals using holistic, systems thinking and continuous improvement.

-  [LinkedIn Profile](#)
-  hire@jonathanstephens.us
-  +1-984-218-7034
-  Raleigh, North Carolina
-  Open to relocation

EXPERIENCE

Product Design Consultant

2024 – present

Strategi Consulting • Remote • Chevy Chase, Maryland

A 18-year technology consulting firm that specializes in providing technology services to private sector and cabinet-level federal agencies.

- Principal product designer for a 0 → 1 workflow modernization application for the United States' Space Force's TacSRT cell—from concept to production deployment in under one year.
- Architected complex data workflows and system logic, designing a 7-stage operational process (Query → Close Out) with 35-45 unique pages accommodating non-linear, multi-role-dependent progression patterns.
- Owned end-to-end content design — spanning microcopy, notification systems (43 types across email and chat), data grids, and email templates — while establishing terminology standards and advocating for operator-centered decisions under development constraints.
- Delivered complete brand identity system in eight weeks including logomarks, comprehensive brand book with light/dark mode variants, three typographic scales, packaged implementation assets, and quality assurance during implementation collaboration.
- Achieved Section 508 compliance for government deployment implementing semantic HTML structure, ARIA roles/labels, keyboard focus order, and screen reader announcement sequences across all interface components.

Co-Founder

2022 – present

Poet & Scribe • Hybrid • Raleigh, North Carolina

Product development consultancy, helping teams shape accessible web products, thoughtfully built to grow — whether they're establishing foundations, scaling what's working, or untangling what isn't.

- **Strategi Consulting**, a web design & front-end development engagement. Hands-on building agency's new website across content strategy, information architecture, brand identity refinement, and evolving company's storytelling.
- **Trailmarks HQ**, a product design engagement. Finding experience and accessibility gaps for an indie game development studio, while co-creating solutions and holistically polishing gameplay to improve user play experience.

SKILLS

Product

- A/B Testing
- Data Strategy
- User Research
- Roadmap Strategy
- Feature Prioritization
- Agile & Scrum Methods
- Backlog Management
- Workflow optimization
- Lifecycle Management
- Qualitative research
- Quantitative analysis
- Product Localization
- KPIs; SLOs; OKRs

Design & Engineering

- HTML/CSS/JS
- Documentation
- Design systems
- Data-informed decision-making
- Rapid Prototyping
- Quality assurance
- Delivery operations
- Technical leadership
- Content Architecture
- Feature prioritization
- Workshop facilitation
- Knowledge Management

Languages

- English (native)
- Spanish (~B1)
- Dutch (~B1)

- **Leantime.io**, a product strategy and design systems engagement, developing long-term roadmap, visual identity, and user experience improvements for open source, science-backed, neuroinclusive project management tool.
- **Moon Audio**, an organizational development engagement, modernizing design and content operations of a multi-decade mom'n'pop audiophile ecommerce company, cultivating data-informed culture to accelerate growth & efficiency.

Director, Product Development

2016 – 2022

Booking.com • Hybrid • Amsterdam, Netherlands

The world's largest digital travel marketplaces. A 20k-people, global enterprise leveraging data-driven design thinking with machine learning to optimize customer experience and conversion across suite of B2B and B2C services.

- Scaled inter-departmental, multi-disciplinary web, data/API, and mobile platforms of three distinct portfolios — *Growth & Localization, Accommodation Partner Platforms, Partner Native Apps*.
- Led 40+ distinct teams, managing continuous organizational evolution while maintaining delivery velocity and team health through complex restructuring, leadership changes, and strategic pivots.
- Twice awarded peer-nominated Playmaker Awards — given to 0.15% of global workforce — for consistent behaviors & systemic impact promoting diversity, equity, inclusion, accessibility, and belonging; two years in a row.
- Tripled accommodation partners from 500k to 1.5M+ properties through product improvements, cross-platform optimization, multi-platform parity, and supporting global property manager success.
- Achieved 35% year-over-year active property growth, increased platform adoption rate to 47% (+2.3%), and daily active usage by to 77.3% (+4.8%).
- Cultivated 40+ promotions across 6-year tenure developing managers, leads, and principal-level individual contributors through structured performance management spanning product design, web engineering, UX copywriting, data science, user research, and software quality domains.
- Conducted 150+ performance reviews for direct reports while coaching managers and organizing cross-departmental calibration meetings—ensuring fairness, consistency, and manager accountability across hyper-scaling multi-disciplinary product organizations.

Team Leader, Product Development

2014 – 2016

Booking.com • Hybrid • Amsterdam, Netherlands

User Experience Designer

2013 – 2014

Booking.com • Hybrid • Amsterdam, Netherlands

Freelance Designer

2008 – 2016

Various Clients • Hybrid • United States & European Union

Leadership

- Team Building
- Performance management
- Cross-functional collaboration
- Stakeholder communication
- Inclusive practices
- Career development
- Hiring and recruiting
- Organizational design
- Change management
- Employee engagement
- Adaptive communication

Tools

- Jira, Confluence, Trello
- Figma, Penpot, Adobe
- git, Observable, LLMs
- Slack, Teams, Workplace
- Notion, Docs, Wiki

Professional Excellence

- Expectation management
- High standards
- Attention to detail
- Professional ethics
- Continuous learning
- Time management
- Flexible communication

EDUCATION

N.C. State University

Bachelor of Graphic Design

Minor in Spanish

Cum Laude