

# Jonathan Stephens

## Director, Product Development • Principal Designer • People Manager

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[Website](#) • [Work](#) • [Strengths](#) • [Endorsements](#) • [LinkedIn](#) • [ADP List](#)

### Overview

Experienced Product & UX Leader with 18+ years of expertise in product development, design systems, and organizational leadership across B2C and B2B platforms. Adept at leading cross-functional teams of design, engineering, and product to drive scalable, user-centered solutions at intersections of customer experience, business need, and continuous learning. Record of data-informed, evidence-based decision-making using qualitative & quantitative data through measuring usability, engagement, and impact. Strong background in design operations, organizational scaling, and agile leadership. Evangelizes open culture, knowledge management, and inclusive leadership practices. Passionate about collaborative fundamentals, ecosystemic creativity, and building high-performance teams crafting quality products, tools, and experiences.

### SKILLS & EXPERTISE

Product Strategy & Roadmap Development • UX/UI Leadership • Human-centered Design • Design Systems & Scalable Digital Solutions • Team Development & People Management • Data-driven decision-making & A/B Testing • Stakeholder Management & Asynchronous Collaboration • Workshop Design & Facilitation • Organizational Growth & Design • Product Innovation & Optimization • Organizational Design & Change Management

### LANGUAGES

English (*Native*) • Spanish (*Conversational*) • Dutch (*Conversational*)

### Professional Experience

#### Consultant, Product Design • Strاتي Consulting • *Colorado Springs, Colorado*

10.2024 – present (*remote*)

Designing mission-critical 0→1 web application for Space Force commercial procurement workflows. Architecting scalable design system, information architecture, and component libraries serving 6+ user roles across 50+ interconnected pages. Translating complex requirements into cohesive UX/UI strategy.

#### Founder • Poet & Scribe • *Raleigh, North Carolina*

02.2022 – present (*remote*)

A design systems & product strategy consultancy, helping teams shape accessible web products, thoughtfully built to grow. We build org. capacity to deliver compounding value to their users & bottom line.

#### Consultant, Pitch Deck • Trailmarks HQ • *Sydney, Australia*

09.2025 – 10.2025 (*remote*)

Designed publisher pitch deck for geography-based quiz game, synthesizing competitor analyses & strategic materials into 16-slide narrative. Asynchronously collaborated through 7,000+ written exchanges, 75% of time in iterative refinement.

#### Consultant, Design Systems • Leantime.io • *Charlotte, North Carolina*

07. 2024 – 10.2024 (*remote*)

Delivered strategic design consulting aligning product vision with business goals across visual identity, UX strategy, and accessibility. Architectured comprehensive design system foundations and onboarding flows via Figma.

#### Consultant, Business Design • Moon Audio • *Cary, North Carolina*

03.2024 – 08.2023 (*on-site*)

Modernized cross-functional operations introducing collaboration tools, measurably improving communication. Developed an accessible cross-platform color system modernizing design standards. Led company co-creation sessions defining content production workflows, funnel efficiencies, and KPIs.

## **Director of Product Development • Booking.com • Amsterdam, Netherlands**

02.2016 – 01.2022 (*hybrid*)

Led global-scale product development for B2C/B2B platforms serving 200+ countries in 40+ languages, managing 30–100+ multidisciplinary team members. Drove mobile, web, API, and localization strategy while navigating hyper-growth, organizational evolution, talent development, and people management.

### **Partner Apps • Director of Product Development**

08.2019 – 01.2022

Scaled and led organization from 10 to 85+ people across 14 multidisciplinary teams (designers, engineers, copywriters, data scientists, QA). Drove product growth from 500K to 1.5M+ DAU while reducing time-to-market. Orchestrated front-end re-architecture and design system implementation across platforms.

### **Partner Platforms • Director of Product Development**

09.2017 – 08.2019

Stabilized partner platform API, Web, and App verticals (75+ people, 15 direct reports, 7 teams) after 5 leadership transitions in 9 months. Built a sustainable leadership pipeline, developing 10+ managers and 15+ ICs. Established dept. technical leadership & led org. transformation through multiple large-scale pivots.

### **Growth & Localization • Director of Product Development**

02.2016 – 09.2017

Scaled cross-functional teams through rapid organizational change while establishing knowledge-sharing systems (Community Projects, Field Testing, Global Insights). Advanced multi-market strategy adding es-a-z localization and launching Copy Experimentation Tool. Increased monthly publication by 200% as blog.booking.com's Editor.

## **Early Career (*Condensed*)**

- Design & Engineering Manager • Booking.com [2014–2016]
- UX & Senior Product Designer • Booking.com [2013–2016]
- Freelance Web Designer • Various clients [2008–2016]
- Intern, junior, and mid-level design roles • Various agencies, start-ups, and governments [2008–2013]

## **Education (*Formal*)**

**Bachelor of Graphic Design, Cum Laude** • North Carolina State University [2007 – 2011]

## **Awards & Recognitions**

- 1500 Mentorship Minutes • ADPList [2024]
- Playmaker Award (1:30:23k globally) • Booking.com [2020]
- Playmaker Award (1:30:20k globally) • Booking.com [2019]
- Hackathon Branding Competition Winner • Booking.com [2018]

## **Volunteering**

- Facilitator, Job Seeker's Support Group • Active Voice [2025]
- Mentor • ADPList [2022–2025]
- Volunteer • Raleigh-Durham Startup Week [2024]
- Vice President, Works Council (Elected) • Booking.com [2020]
- Representative, Works Council (Elected) • Booking.com [2019–2021]
- Advisor & Mentor (Grand Prize Winner) • Booking Cares Start-up Accelerator Lab [2018]

## **Speaking**

- No-code, low-code, gen-ai; oh my! • Skills Development Group [2024]
- Preparing for Professional Practice • N.C. State University [2022]
- Inclusion is hard; it's the only way forward • Conference [2019]
- Identifying Talent & People Development • Leadership Training [2018]
- Diversity is easy; inclusion is hard • Conference [2018]
- How does the Tech Department work? • Annual Meeting [2017]
- 10 Principles of Design at Booking.com • Conference [2015]
- Design for Front End • Onboarding Training & Workshop [2015]