JW

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John Wayne. Design Leader.

Versatile Design Leader experienced in leading, hiring, and growing multi-disciplinary teams for new products and spaces. Extensive experience in developing products and services incorporating customer-centric design and breakthrough innovation. Successful at driving, conceptualizing, visioning, and executing across all platforms.

Achievements

Growing AncestryDNA from 3M to 15M+ customers

Bringing AncestryDNA Traits to market, selling 5M+ upgrades and kits.

Overhauling iOS app to 4.8 rating

2017 Red Dot Award | Best of the Best in Product Design

2014 Interpretive Interactive Installations Award | AAM

2013 GOLD | Best Museum Environment | Event Design Awards

Education

M.S. Human Computer Interaction Design
Indiana University | May '11

B.S. Informatics & Computer Science
Indiana University | Dec '09

and yes, I go by John Wayne :)

VP, Design

Social Startup | May '20 – Oct '20

Lead and owned all design activities, worldwide, for a small startup in the social space. Recruited and grew the design team from 3 to 6 designers, along with a small number of contractors. Responsible for the overall strategy, vision, and design across all platforms. Implemented organizational changes and created new processes for efficiency and predictability. Lead both product and design teams from being behind development to a six-month lead time of new products and innovations.

Director, UX & Design

Ancestry | Oct '16 – Feb '20

Lead a team of designers working on all products within the DNA space. Collaborated to bring forward a vision and direction of new and existing products. Managed a team of 5-7 designers directly, while leading a much larger team of 20-30, collaborating with cross-functional partners and executive leaders. Fostered and grew a culture of innovation.

Design Lead

Idean | Mar '15 – July '16

Lead multiple teams on projects, including managing a team of 6 interns and 3 designers. Design lead for a new consumer product for a large action camera company. Lead the design for a multi-user/size/input, software+device which helps teams work together better both remotely and colocated.

Interaction, UX, & Web Designer

Stimulant | Oct '12 – Feb '14
Punchcut | May '11 – Oct '12
Mozilla | May '10 – Aug '10
I.U. Communications | Jan '09 – Aug '09
I.U. Alumni Association | Aug '06 – May '08