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John Wayne Hill

Design Leader | 16+ years

I build teams and stay close enough to the craft to raise the bar by doing the work. At Intuit I grew design, research, and content from 3 to 13 while designing the flagship AI experience myself. At Ancestry I ran a 30+ person org. Autonomy is the default; credit goes where the work was done.

Impact

Grew a design, research & content practice from 3 to 13

Directed 30+ designers across 5 pillars and 2 offices

Team health 9–19 pts above company baseline

Grew AncestryDNA from <1M to 22M+ customers

Fast Company Innovation by Design 2025, AI — honorable mention

“He gave me opportunities to shine, but never took credit for the work himself.” — Staff Product Designer

“This is epic. Full stop.” — Sasan, CEO

Community

Founder — GatherBound, a community platform for in-person clubs that outgrow their rooms

Organizer — SF Sci-Fi & Fantasy Book Club (900+ members)

Education

M.S. Human Computer Interaction Design
Indiana University

B.S. Informatics & Computer Science
Indiana University

Product Design Manager

Intuit (QuickBooks) | Feb '25 – Aug '26

Took on scope previously held by an XD Director with no managers beneath me. Designed Intuit Intelligence myself, concept to GA in 5 months; patterns now on 20+ teams. Business Feed hit 44% engagement vs a 25% target.

Principal Product Designer

Intuit (TurboTax) | Sept '23 – Feb '25

Held design-lead and acting-director scope. Designed and launched TurboTax Verified Pro, a 0-to-1 dual-sided marketplace. 72 PRS, 84 NPS, 21% referral share (4× forecast).

Senior Staff Product Designer

Twitter | May '22 – Jan '23

Led design across Twitter's highest-volume surfaces: Home timeline, Compose, Replies, and personalization.

Sabbatical

DeathGhost | Oct '20 – May '22

Woodworking studio where I built the brand, products, and customer base solo.

Head of Design

True | May '20 – Oct '20

Led a team of six as player-coach, owning product vision and end-to-end execution.

Director, UX & Design

Ancestry DNA | Oct '16 – Feb '20

Directed a 30+ person product and content design org across two offices and five pillars. Grew DNA from <1M to 22M+ customers, shipped Traits to 5M+, and lifted the iOS app to 4.8.

Design Lead

Idean (now Frog) | Mar '15 – July '16

Led client teams; managed 3 designers and 6 interns.

Interaction, UX, & Web Designer

Aug '06 – Feb '14