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John Wayne

Results-driven designer with a proven track record of execution, direction, & leadership for new & existing products. Expertise in executing design and driving positive metrics impact. Adept at collaborating with cross-functional & executive partners to develop and improve products through breakthrough innovation and experimentation. Demonstrated ability to lead and drive product results through design direction, execution, & operations.

Impact

Grew AncestryDNA from 1M to 20M+ customers

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

Overhauled iOS app to 4.8 app store rating

+33% Tweets Composed per user

+7.26% improvement in personalization feedback

+42% in Tweet Replies Sent

Awards

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

B.S. Informatics & Computer Science
Indiana University

and yes, I go by John Wayne 😊

Senior Staff Product Designer

Twitter | May '22 - Jan '23

Director-level IC for the core of Twitter. Rapidly took on a range of large, complex projects driving through leadership & execution with positive metrics impact. Drove & executed on the largest Twitter surfaces; Home, Tweets, & Tweet Details; through vast usability improvements, mental-model mapping, conceptual changes, & design operations via project tracking, design reviews, & critiques.

VP, Design

True | May '20 - Oct '20

Head of Design for a social-media startup. Grew the design team to 6+ designers. Responsible for overall strategy, vision, & execution across all platforms. Implemented organizational changes & created new processes for efficiency & predictability. Proactively led product and design teams to a 6-month lead time for new products, features, & innovations, successfully closing the gap with engineering teams.

Director, UX & Design

Ancestry | Oct '16 - Feb '20

Designer Leader for Ancestry DNA. Led & directed 30+ team members spanning 5 pillars across 2 offices. Fostered & grew a culture of innovation through reviews, critique, & empowerment. Collaborated with cross-functional partners & executive leaders to bring forward a vision & direction for product improvements & 0-1 new products.

Design Lead

Idean (now Frog) | Mar '15 - July '16

Design Lead for multiple teams on multiple client projects. Managed a team of 6 interns and 3 designers. Design & Project lead for a new consumer product for a large camera company.

Interaction, UX, & Web Designer

Aug '06 - Feb '14