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John Wayne

Seasoned product designer, known for leading high-profile design initiatives across renowned platforms like Twitter and Ancestry. Recognized for strategic leadership that drives significant metric improvements and product innovation. Exceptional at fostering cross-functional collaboration and influencing executive decisions to transform visions into impactful design strategies.

Impact

Launched 0-1 product with 72 PRS in first year.

Grew AncestryDNA from <1M to 22M+ customers

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

Launched 5 new, 0-1 products on top of DNA

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

2014 Interpretive Interactive Installations Award

2013 GOLD | Best Museum Environment

Education

M.S. Human Computer Interaction Design
Indiana University

B.S. Informatics & Computer Science
Indiana University

Principle Product Designer

Intuit | Sept '23 - Current

Acting director and design lead for a new 0-1, dual-sided, marketplace experience. Successfully launched and iterated a new tax product for consumers and independent businesses. Received a 72 PRS and 84 NPS in our first year.

Senior Staff Product Designer

Twitter | May '22 - Jan '23

Rapidly took on a range of large, complex projects driving through leadership & execution, delivering positive metrics impact. Drove & executed on the largest Twitter surfaces; Home, Tweets, & Tweet Details.

Sabbatical

Self | Oct '20 - Feb '22

Self-imposed sabbatical to focus on re-centering myself. Built furniture and started a woodworking business; deathghost.com

VP, Design

True | May '20 - Oct '20

Head of Design for a social-media startup. Responsible for overall strategy, vision, & design execution.

Director, UX & Design

Ancestry DNA | Oct '16 - Feb '20

Led & directed 30+ team members spanning 5 pillars across 2 offices. 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 & many 0-1 new products.

Design Lead

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

Lead multiple teams on projects as an IC. Also managed a team of 6 interns and 3 designers.

Interaction, UX, & Web Designer

Aug '06 - Feb '14