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John Wayne

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

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

Product Design Manager

Intuit | Feb '25 – Current

Grew team from 3 designers to a 13 including design, content, and research. Launched Intuit Intelligence from 0-1 to Beta in 2 months and GA in 5 months. Lead 18 teams through collaboration and product direction to contribution of capabilities towards a single, purposeful AI tool.

Principle Product Designer

Intuit | Sept '23 – Feb '25

Acting director and design lead for a new 0-1, dual-sided, marketplace; Received a 72 PRS & 84 NPS in 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 on Twitter's largest surfaces.

Sabbatical

DeathGhost | Oct '20 – May '22

Self-imposed time focusing on woodworking; 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. Collaborated with cross-functional partners & executive leaders to craft and deliver a vision & direction for all DNA products.

Design Lead

Idean (now Frog) | Mar '15 – July '16

Lead multiple teams; Managed 6 interns & 3 designers.

Interaction, UX, & Web Designer

Aug '06 – Feb '14