

Jeff Russell

Product Designer

www.jeffrussellexperience.com

jeffreyrussell@gmail.com

303-775-7789

20+ years designing products from mobile to enterprise that drive measurable business growth. I specialize in early-stage strategy, transforming ambiguous challenges into revenue-generating solutions. Proven track record leading initiatives that enhanced market position and profitability through strategic design decisions.

Experience

Fivetran

Senior Product Designer, April 2021 – May 2025

- Led post-acquisition core functionality integration, aligning stakeholders to implement enterprise features. Boosted revenue through customer transition and acquisition, strengthening our enterprise market position.
- Designed the Role-Based Access Control (RBAC) experience for enterprise customers, driving compliance and generating revenue growth.
- Spearheaded Fivetran's Design System creation, leading a team of nine to standardize components and ensure consistent UX. Developed governance and contribution models, managed the Figma library, and collaborated with Engineering to integrate the system into the product.
- Conducted workshops to foster innovation and collaboration within the design team.

PaySimple

Product Design Lead/Product Team Manager, April 2020 – January 2021

- Provided strategic oversight for PaySimple's product and design, mentoring a team of product managers and UX designers to enhance product discovery and delivery.
- Designed a talent assessment tool and developed a comprehensive playbook and training plan to address critical skill gaps and up-level staff competencies.

Senior Product Designer, February 2018 – April 2020

- Created and implemented the design strategy for PaySimple's product platform, contributing to significant user growth and a 31% year-over-year revenue increase.
- Led the redesign of core payment collection methods, integrating user research and key UX metrics to drive significant product improvements.
- Developed a comprehensive design system that reduced development time by 25% and ensured a consistent user experience across products.

Zen Planner

User Experience Design Lead, April 2015 – January 2018

- Developed and executed the product design vision and strategy for Zen Planner, driving significant revenue growth and expanding the user base by 39%.
- Led the design and successful launch of three mobile apps and a web-based management platform, contributing to user-base expansion and high adoption rates among fitness businesses.
- Promoted a culture of user-centered design and innovation through workshops and ideation sessions, ensuring alignment of product vision across business, product, and development teams.

Aspenware

User Experience Design Lead, October 2013 – March 2015

- Led UX design for the US Olympic Committee website, from workshops and requirements to wireframes and style guides, collaborating with developers to ensure seamless implementation.

Pearson

User Experience Designer, April 2011 – September 2013

- Designed the student- and teacher-facing user experiences for the assessment area of Pearson's learning management system (LMS) in an Agile development environment.
- Collaborated with product managers, developers, and business partners to help define product requirements.
- Communicated ideas to stakeholders and team members with low-, medium-, and high-fidelity assets such as sketches, wireframes, mockups, and prototypes.
- Partnered with the UX Research team to uncover and solve usability issues.