

Jonathan Steinberg, Design Leadership & Strategy

As a seasoned and innovative leader with over 14 years of industry experience, I have an extensive background in client development and human-centric experience design. I am committed to using innovative technology and leading methodologies to create disruptive solutions that empower businesses to innovate.

IBM

Head of Design - Americas | 2021-Present

Currently, I am the Head of the Americas design team for IBM Client Engineering where I oversee and manage the design practice for the 80+ members of the human-centered teams on two continents. Working closely with leaders of each discipline (Data Science, Engineering, Sales, Account Reps), I lead and advocate for the human-centric methodologies that explore the business landscape for C-Suite Leadership and Fortune 500 Companies and validate where IBM hybrid-cloud technology can provide the greatest business value.

- Designed, developed, and implemented a new methodology with the executive leadership team for 1600+ multi-disciplinary team members have adopted globally
- Built design practice within new sales org; created design role profile, established OKRs and KPIs, defined hiring criteria & process for the Americas
- Lead and mentor cross-functional team of designers, in the Americas, that deliver a unique client co-creation experience for our top Fortune 500 clients that help identify and close over \$300M in hybrid-cloud technology sales/adoption for 2021
- Formalize and implement strategic processes for 80+ designers to approach client engagements successfully that successfully innovative results for the client
- Enabled engagements that synthesize research, client insights and requirements to craft user experiences that connect people in meaningful, enduring ways with products, services and brands that build MVP solutions to stakeholder challenges
- Created curriculum and design thinking practices to accelerate client transformation for our key sales plays; ie. Watson Customer Care (Ai & ML), Executive Training Program, etc.
- Nominated as a 2021 Rising Star for Client Engineering

iRobot Corporation

Principal UX Designer | 2020-2021

Oversaw and managed a team of designers that created the functionality & user experience for the consumer-facing iRobot mobile application that served the 30 million robots sold worldwide in 2020. My work built consistency and product improvement within the application which led to improved user ratings, product stability, simplified user experience, and flexible interface to accommodate the varying robot capabilities and future functionalities.

- Managed team of 8 UX designers that developed the overall user journey to control and automate their robots
- Mobile application retains a 4.6 star rating from 70K+ reviews and, when released, helped to increase revenue by 28% in the for the fourth quarter of 2020
- Synthesized user analytic data and research to expedite decisions from the C-suite stakeholders to explore opportunities for innovation, improvement, and inform product decisions
- Established a cross-disciplinary team to develop design system and governance group to ensure and advocate for consistency within the application and experience with the robots

Expertise

UX

Methodologies, User Research, Machine Learning, Artificial Intelligence, Data Mapping, Usability Testing, Experience Strategy, LEAN Methodology, AGILE Project Management, Enterprise Design Thinking, Rapid Prototyping, Wireframing, Heuristic Evaluation Accessibility Standards, Information Architecture, Problem Solving, Human Factors, Ethnography, Mental Models, User Journeys, Task Flows, Competitive Analysis, Design Thinking, Facilitation, Qualitative & Quantitative Research Methodologies

UI

Creative Direction, Web & Native Design, Development (CSS, JS & HTML savvy), Storyboarding, Typography, Illustration, Visual Design, Copy-writing, Branding, Video Production

Tools

UXPin, Axure, Invision, Figma, Sketch, Adobe XD, Adobe Creative Suite, Zeplin, Calendly, Validately, Mural, Salesforce, Invision, UserResearch.com

Bottomline Technologies

Senior Lead UX Designer | 2018-2020

- Served as design champion on multi-disciplinary product team and led team of designers through proper design best practices and research methodologies
- Had sole responsibility for ground-up design and implementation of the next generation multi-LOB banking product poised to earn \$100M+ in subscriptions within the first 3-years
- Worked directly with CXO to design and install product road-map and processes while overseeing all aspects of design for the Digital Banking Premier platform
- Facilitated design thinking workshops with C-level executive for our select \$10B+ Revenue Banks to ensure innovation to "Wow" the customer
- Took charge of redesign of award winning customer care portal for corporate customers and improved our NPS score by >15% in the first year

SPRK Creative

Owner & Practice Lead | 2012-2018

Owned and managed small agency of creatives, developers, and strategists with a portfolio of clients including: Aquent, Woodstock Foods, United Nations, 90+ Wines, and more

CLIENTS & ROLES

2014-2020 Quoin, Inc Practice Lead (UX)

- Partnership to direct & manage the organizations design strategy and client processes; best practices, EDT facilitation, and high-quality design output

2017-2018 Curriculum Associates Senior Lead Product Designer (UX)

- Facilitated testing, qualitative & quantitative research, and design thinking sessions with teachers nationally
- Created user flows, prototypes, wireframes, and led redesign of the award-winning i-Ready suite of educational products

2016-2017 Liberty Mutual/Safeco Senior UX Lead

- Led UX for all Auto Claims (native and desktop applications) through research, testing, flows, prototyping, and design
- Designed and facilitated research for new On-Site Accessors mobile tool

2015-2016 GYK Antler Associate Creative Director

2014-2015 Saltwater Creative Senior Art Director

2012-2014 Fishnet Media Senior Visual Designer

Relyco Sales

Senior Visual Designer | 2009-2012

Created full brand and executed it through product design, marketing, and internal assets with an emphasis on brand management, marketing strategy & creative direction

Genesis Inc

Visual Designer | 2008-2009

Designed web, video, and brand experiences for companies such as: Kraft Foods, Pearl Izumi & Colorado Symphony. Succeeded in team environments and high pressure situations

Karsh/Hagan

Visual Designer | 2006-2008

Worked with a full team of designers on projects for American Crew and Roux Haircare. Helped launch three new products onto the national commercial market

Education

Rocky Mountain College of Art & Design Lakewood, CO

2006-2009 • BFA Human Design & Interactive Media • Dean's list

University of New Hampshire Durham, NH

1999-2003 • BA Communication

SPRK Clients (additional)

