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## John Wayne

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

### 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.

### 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. Implemented organizational changes & processes for efficiency and predictability. Acted as Player/Coach directly contributing designs and managing a team of 6 designers.

### 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 & 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