

John Lewis

New York Metro, NY | jlewis822@gmail.com | 845-290-2151 | johnlewis.design | www.linkedin.com/in/john-lewis-userex1/

PRODUCT DESIGN & EXPERIENCE LEADER PRODUCT STRATEGY | DESIGN & RESEARCH LEADERSHIP

CONSUMER PLATFORMS | REGULATED EXPERIENCES | SYSTEMS THINKING

Product design and experience leader translating complex customer journeys, digital ecosystems, and business priorities into clear product direction.

Builds research-informed strategies, reusable systems, and cross-functional practices across consumer platforms and regulated experiences.

Connects customer understanding, design quality, team development, and measurable outcomes.

Selected Highlights:

- Experience leadership spanning gaming, financial services, education, and consulting.
- Research-informed product direction for complex consumer and regulated journeys.
- Cross-functional leadership connecting customer understanding, product strategy, and delivery.
- Team development through coaching, critique, hiring, and scalable design practices.

Product Design Leadership • Experience Strategy • UX Research • Design Systems • Systems Thinking • Cross-Functional Leadership • Team Development • Customer Journeys • Behavioral Design • Accessibility • Prototyping • Financial Services

Executive Experience

FanDuel

New York, NY

Senior Product Design Manager, Casino / Generosity, Loyalty & Rewards

August 2023 — June 2026

Product Design Manager

April 2022 — August 2023

Led product design vision, strategy, and execution across the generosity ecosystem, spanning loyalty, rewards, promotions, free-to-play, reward discovery, digital merchandising, and customer engagement in a rapidly evolving business context.

- Rebuilt the Casino research practice to connect customer insight and behavioral signals with product strategy and experience decisions.
- Directed experience strategy across rewards, loyalty, promotions, onboarding, and discovery, creating reusable patterns across the Casino ecosystem.
- Led cross-functional experience direction across Product, Engineering, Research, Analytics, Operations, Marketing, and executive stakeholders.
- Reduced generosity-related customer-service contacts by 20% at FanDuel.
- Strengthened team performance through coaching, critique, hiring, and delivery practices.
- Used AI-assisted workflows for research synthesis, concept exploration, critique, documentation, prototyping, and delivery with human review.

Prudential Financial

Newark, NJ

Experience Design Manager

September 2021 — May 2022

Product Design Manager (Contract)

December 2020 — September 2021

Led experience design and digital transformation for ILI and annuities; built high-quality teams, managed agency partners, and aligned Product, Engineering, business stakeholders, and leadership around scalable experience delivery.

- Led research, information architecture, prototyping, and usability testing for complex decisions in regulated financial-service experiences.
 - Applied accessibility and design-system standards to improve clarity and consistency across regulated self-service journeys.
 - Aligned customer and business needs with Product and Engineering to create implementation-ready experience direction.
- Same Brain Creative LLC
- Somers, NY / Remote

Co-Founder / Lead Designer

January 2017 — July 2022

Led UX, product design, visual design, and digital experience work for client-facing web, mobile, e-commerce, marketing, and customer engagement products; partnered with clients / stakeholders to clarify business goals, define user needs, and deliver practical design solutions.

- **Digital Product Design:** Delivered user-centered web, mobile, e-commerce, and customer engagement experiences by translating client goals, user needs, and product requirements into clear flows, interfaces, and digital experience solutions.
- **Client & Partner Relationship Management:** Built trusted freelance client relationships by managing expectations, clarifying scope, gathering feedback, presenting design direction, and balancing creative, business, and implementation needs.
- **Design Execution Across Ambiguity:** Advanced projects from concept through delivery by bringing structure to ambiguous client needs, identifying practical design paths, and producing usable, visually polished digital solutions across multiple product and marketing contexts.

Consulting & Early Career Experience:

Founder / Product Design & Experience Consultant, Concurrent Consulting Practice, Chronicle Design LLC

2017 – Present

Product design, experience strategy, and business intelligence consultancy helping organizations clarify customer, product, and operational challenges through human-centered design, systems thinking, research-informed strategy, and AI-assisted analysis; created Chronicle Intelligence Framework™ and Business Pulse™ to translate business signals into prioritized recommendations and growth opportunities.

Technology Design Lead, NY Department of Education

2008 — 2020

Led technology design, digital workflow improvement, and professional development initiatives across large K-12 education environment.

Educational Product Designer, Katonah Lewisboro School District

2017 — 2020

Educational Product Designer, NYC Department of Education

2008 — 2017

Additional Information

Education:	Master of Science in Education (M.S.Ed.), Mercy College, NY Bachelor of Arts in Psychology, Franklin Pierce University, NH
Certifications:	Nielsen Norman Group (NN/g) UX Interaction Design Foundation (IDF)
Training:	FanDuel Leadership Academy, 2024: Product Design Leadership, UX Research, Customer Experience, Behavioral Psychology, Emerging Technology, and AI-Assisted Product Workflows.
Organization:	Interaction Design Foundation (IDF), NYC Chapter Leader
Technology:	Figma FigJam Dscout User Testing Jira Jira Discovery Confluence Miro Adobe Creative Suite Google Analytics Amplitude Rive Lottie ChatGPT Claude Codex MCPs Make.com Usability Testing Diary Studies Concept Testing A/B Testing Journey Mapping UX Benchmarking Design Systems Agile / Scrum