

# KENNETH JANSSON

## DIRECTOR OF PRODUCT & DESIGN

BROOKLYN, NY

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As a Product Design Director, I'm passionate about customer centric design, and a shared empathy for the user makes me feel at home on any product team. I just recently joined Resy (the American Express global dining platform) to rebuild the Product Design team and implement the right processes to move quickly to solve the problems of our users.

## SKILLS

- User Experience
- User Interface Design
- User Flows
- Information Architecture
- Prototyping
- Usertesting
- User Interviews
- Personas
- Branding & Identity
- Creative Strategy
- Creative Direction
- Mentoring
- Team Building

## TOOLS

- Figma
- FigJam
- Sketch App
- Invision App
- Adobe Creative Suite
- OmniGraffle
- Literate in HTML, CSS

## EXPERIENCE

### DIRECTOR OF PRODUCT DESIGN

Resy | New York

December 2021–Present

Resy is the American Express global dining platform. Our mission is to power the world's best restaurants, using technology to imagine the future of hospitality. We serve 5,000 restaurants globally. I just joined Resy to rebuild the Product Design team and work to implement the right processes to move quickly to solve the problems facing our users, both on the customer side and on the B2B restaurant side.

### DIRECTOR OF PRODUCT DESIGN

#### DIRECTOR OF PRODUCT & PRODUCT DESIGN

Hired (previously Vetterly) | New York

March 2019–September 2021

Hired is a hiring marketplace, using machine learning and real-time data to match talented job seekers with inspiring companies. I was hired as the Director of Product Design but have at times been overseeing both Product and Design. In this role I have lead strategy sessions with the Executive team, planned quarterly roadmaps aligning with the company's overall strategy, implemented our new design system and component library, and put design and product processes in place to make sure we met deadlines and adhered to best practices. As a manager, I provided detailed career ladders to facilitate a clear growth path for each member of the Design team.

### DIRECTOR OF UX

Workframe | New York

August 2017–March 2019

As UX Director and design lead at Workframe (aiming to disrupt Project Management in the Commercial Real Estate industry) I worked closely with the founders on delivering streamlined solutions for scheduling, dependencies, privacy settings, accountability and cross-platform consistency. Projects included a cross-project notification system, a self-serve project setup and management flow, an iPhone app, in addition to rebuilding the Workframe brand and implement a new design system.

### PRINCIPAL PRODUCT DESIGNER

Shutterstock | New York

May 2013–August 2017

Lead research and data-driven design, worked closely with stakeholders and design team to meet business goals, aligned with the company's overall strategy, while maintaining a customer centric focus. As the lead for five designers, my responsibilities included managing their projects and schedules to make sure we met deadlines, adhered to best practices, and facilitated continuous growth. We designed small screen up with 20 languages in mind. My team's main focus was eCommerce and Search & Discovery. Initially I was hired by Shutterstock to be the UX lead for their high-end photography brand Offset.com, for which I also created branding and identity.

### UX DESIGNER

AOL / Huffington Post | New York

March 2011–May 2013

Lead UX/UI designer for the launch of the HuffPost Live iPad app. UX/UI designer for the HuffPost Live website, working closely with the co-founders to reinvent how people watch and interact with the news. UX/UI designer on the Huffington Post website, worked with product owners, developers and editors to align with the company's strategy and vision. Also a senior UX/UI designer on various AOL properties.

## UX TALKS

- General Assembly's #OFFCAMPUS, New York, August 2015
- TYPO Berlin, May 2015