



JONATHAN ZWEIFLER / PRODUCT. DESIGN. INNOVATION. LEADER.

EXPERIENCE

EXECUTIVE DESIGN DIRECTOR, DATA & PERSONALIZATION PORTFOLIO – JP MORGAN CHASE | CONSUMER

CURRENT

- | Leading from the intersection of business, product, and experience strategy to design journey-led outcomes that marry customer needs with commercial impact across the portfolio of Consumer Personalization and data products.

PRODUCT DESIGN ARCHITECT, SOCIAL EXPERIENCES – META | FACEBOOK APP

2021 – 2023

- | In service of 2 Billion+ people around the world, I operated as a horizontal agent to collaboratively lead teams toward strategic challenges & unrealized impact opportunities across Feed, Short Form Video, News, and Creation teams of the Facebook app.

SR. DIRECTOR, INNOVATION & VALUE PROPOSITION DESIGN – XFINITY | COMCAST NBC-UNIVERSAL

2020 – 2021

- | Led a cross-discipline team of 11 Sr. IC leads to develop value proposition strategies and innovation implementation plans for executive leadership by blending product, experience, and commercial needs to define why & how consumers will choose Xfinity over competitors.

SR. DIRECTOR, LOOK AHEAD PRODUCT DESIGN – XFINITY | COMCAST NBC-UNIVERSAL

2017 – 2020

- | Established and led the Xfinity Look Ahead Design Team, which delivered on the mandate to mine opportunities 8-18 months down the roadmap, define a tangible vision for product experiences, and demonstrate realistic paths for building towards that vision.

PRODUCT DESIGN DIRECTOR – XFINITY MOBILE | COMCAST NBC-UNIVERSAL

2016 – 2017

- | Joined Xfinity Mobile a year prior to emerging from stealth mode to establish and serve as a senior leader on a team that grew to 31 Design heads spanning UX, Research, & Content.
- | Led the development of a 24-month vision for the multi-channel product and service experience. That vision was in-part fulfilled when Xfinity Mobile Achieved #1 in Customer Satisfaction Ranking | 2019-2020 American Customer Satisfaction Index (ACSI®).

PRODUCT DESIGN DIRECTOR, PREMIUM ENTERTAINMENT PLATFORM – XFINITY X1 | COMCAST NBC-UNIVERSAL

2015 – 2016

- | Groomed and led the 13 head premium entertainment design team, serving over 30 Million households and spanning set-top, desktop, mobile, wearables, OTT partners & devices.

PRODUCT DESIGN DIRECTOR, COMMERCE INNOVATION – AMERICAN EXPRESS

2012 – 2015

- | Served in a strategic role for Commerce Innovation initiatives and led day-to-day UX direction of a hybrid-skilled 7 person team, working in partnership with cross functional peers to modernize Membership through breakthrough mobile and experiential products.

ASSOCIATE CREATIVE DIRECTOR, PARTNER – OGILVY | REDWORKS

2010 – 2012

- | Presented, defended, and sold-in campaign-caliber concepts to senior-level clients.
- | Directed photoshoots, animation, motion, sound edits, and experiential installations.

HEAD OF BRAND INTEGRATION – LIQUIDNET

2009 – 2010

- | Established and led the 8 person creative team that partnered with C-Suite to develop integrate, and extend the Liquidnet brand across five continents and 39 equity markets.

SENIOR ART DIRECTOR – OGILVYONE

2001 – 2009

- | Began as the Creative Assistant to the OgilvyOne Head of Design.





JONATHAN ZWEIFLER / PRODUCT. DESIGN. INNOVATION. LEADER.

EDUCATION

PRATT INSTITUTE OF ART + DESIGN Master of Science – Communication Design

THESIS PENDING

M.I.T. SLOAN/CSAIL General Purpose Tecchnology (AI & Blockchain) applications for Business Strategy

2020 & 2023

NORTHWESTERN UNIVERSITY Bachelor of Science – Communication Studies & Radio/Television/Film

2001

TOOL KIT

TEAM & CULTURE BUILDER ACROSS DISCIPLINES

| Since 2012, I have built and defined the mission for five Product Design teams, hand recruiting over 75 heads of talent across UX, CX, Visual, Design-Techology, Brand & Content Strategy, and specialized in orchestrating progress across product portfolios.

SIGNAL SYNTHESIS & IMPACT STEWARDSHIP

| Excel in fast-paced, iterative environments, where tangible impact is pursued across parallel streams that combine consumer research, competitive analysis, and behavioral analytics as a key part of the decision making process.

BUSINESS NARRATIVE & STORYTELLING CHOPS

| Deep expertise in crafting strategic narratives that holistically frame end-value in a compelling and relatable way, from business to product to marketing leaders.

A PLAYER-COACH THAT SCALES STRATEGIC SKILLS ACROSS TEAMS

- | Hands-on definition, discovery, execution, and management experience across the range of product, design, and strategic practices.
- | Deep understanding of iOS, Android, Conversational, and Wearable interaction patterns, as well as tactile, spoken, and non-verbal UI conventions.
- | Expert abilities in industry standard design and prototyping tools across Figma, Invision, and the Adobe Creative Suite.

ALWAYS GAME TO MENTOR

- | Professionally, I've mentored founders in the TechStars Founder Catalysts & Start Up Accelerators
- | Personally, I've volunteered as a mock-interview mentor at HopeWorks, Camden NJ

LAUNCHES, STRATEGIES, PILOTS.

JPM Chase Cross-Platform CX Personalization Strategy: Acquisition, Engagement, Relationships ('24+)	H2 2023
JPM Chase CXPI: Customer Experience Programming Interface Pilot – Cross-Firm CX Source of Truth	H2 2023
JPM Chase Apply with Confidence: E2E Pre-Approved Offer Experience Strategy ('24)	H2 2023
Meta Young Adult Private Friend Sharing Cross-Product Strategy ('23)	H1 2023
Meta Participation as a Production Driver: Collaborative Reels & Stories Design Strategy	H2 2022
Meta Facebook News Transformation: Knowledge Creator Strategy ('22+)	H2 2022
Meta Expanding & Systemizing the Social Sharing Ecosystem: Young Adult & Off Platform Sharing	H2 2021
The Xfinity Account Omni-channel Account Experience	DEC 2020
The Xfinity App Mobile App Ecosystem Convergence (4 Phases)	AUG 2020
Real-Time Trust Cross-Channel Mobile Fraud Mitigation Experience	OCT 2020
Bring it On SIM-led Bring Your Own Device Experience	JUL 2018
Xfinity Mobile Active-User App 4.5 Star avg. across both stores – Highest ratings in Xfinity history	JUN 2017
Xfinity Mobile Responsive E2E Web Enabled an unprecedented 60%+ digital-first acquisition	JUN 2017
Xfinity Mobile Brand Launch & Guidelines Design & Art Direction: Digital, Print OOH, Retail.	JUN 2017
Streaming on Xfinity X1 OTT Streaming Experience Integration: Netflix, Hulu, Prime Video	SEP 2016
Sports on Xfinity X1 Integrated Content Collection Experiences: Rio Olympics	JUL 2016
Xfinity Stream (TV) App iOS, Android, Tablet: In & Out of Home Live Linear + OnDemand	OCT 2016
Amex Mobile Full Redesign: 🍏 AppStore Best New App & Featured Financial App at launch	JUN 2015
Noted From American Express Dining Discovery with Social Contacts through Swipe Data	MAR 2014

