

# Philip M. Jones



phjones81@gmail.com | 224.430.1019 | [www.philip-m-jones.squarespace.com](http://www.philip-m-jones.squarespace.com)

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A product designer with 20+ years of experience in human-centered design and product strategy. I specialize in rapidly ideating and prototyping product concepts using jobs-to-be-done framework infused with technology to delight users and focus on outcomes rather than features. I am passionate about building intuitive and inclusive product experiences.

## **Principal Product Designer - Momentum Design Lab | 2020 - present**

Principal Product Designer at MDL, a top-ranked UX agency combining human-centered design and data intelligence to create improved user experiences. Conduct user and stakeholder interviews, run collaborative workshops, and co-create solutions that meet user needs

Creative Direction  
Design Strategist  
Interaction Designer  
Design Strategy  
Inclusive Design

## **Creative Lead - FTD Companies | 2018 - 2020**

As the Creative Lead at FTD LLC, a premier floral gift delivery company, I managed the product design team and collaborated closely with cross-functional partners in product and engineering to enhance user shopping experiences based on learnings from research and testing. I mentored associates in human-centered design thinking and end-to-end product design practices while championing the adoption of inclusive experience design methodologies across the organization.

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Figma  
Sketch  
XD  
Photoshop  
Illustrator  
InDesign  
After Effects  
Audition  
Mixamo  
Blender  
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## **Senior Art Director | Magnani Caruso Dutton | 2014 - 2018**

As a Senior Art Director at MCD Partners, a digital marketing & experience design agency, I led a co-located UX & Design teams in Chicago & New York City to create a human-centered experience for Discover Financial, Banking, and Student Loan.

School of the Art Institute  
Columbia College Chicago  
Art Institute of Phoenix  
Illinois Institute of Art

## **Art Director | Wrapports | 2013 - 2014**

As the Art Director at Wrapports, I helped shape a reader-centered approach with the goal of enhancing reader experience across the company's ecosystem of news and entertainment products. My leadership focused on bridging the gap between visual design and user experience to build cohesive products tailored to the digital audience.

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## **Senior Designer | Sears Holdings | 2009 - 2012**

As Senior Designer for the company, I partnered with multi-disciplinary teams to solve customer needs, create a vibrant, image rich personalized and robust experience, helping customers quickly find what they are looking for and keeping them engaged. Created a My Style Guide app where shoppers gain wardrobe inspiration, and created immersive journey maps and interactive shopping experiences for Sears Appliance business unit.

## **Web Designer | PersonalizationMall.com | 2008 - 2009**

In my role as designer at PersonalizationMall.com I collaborated with the development team to rebuild their unique personalized e-commerce user experience, created and managed weekly homepage homepage and email promotional campaigns, improving the design consistency and styling for their digital marketing.

## **Web Designer | Vision Friendly | 2008**

At Vision Friendly I designed and built user-centric websites for various clients, pairing with multidisciplinary teams, copy, user experience, SEO and development to create stunning and high-quality websites, products and ecommerce platforms.

## **Designer | Legend Creative Group | 2000 - 2008**

As a designer with Legend Creative Group I created brand guides, large scale advertising and ad campaigns for clients. Managed print-press checks, pre & post photography, mock-up and design of product packaging for Sears, Coleman Cable, and Escalade Sports.

## **Brands**

Toyota, EHE Health, Highlight, PropStream, Discover Financial Services, Chicago Sun-Times, Coleman Cable, ECHO Incorporated, Escalade Sports, EXPRESS, FTD & ProFlowers, NHL, and Sears Holdings