

Jeff Russell

Product Designer

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Product designer with 20+ years of experience working on real products people use and the systems behind them, across consumer mobile and enterprise SaaS. Focused on consumer products and design systems.

Experience

Honeycomb

Senior Product Designer, November 2025 – present

- Shipped feature enhancements for Logs & Metrics based on beta customer feedback, completing in-flight work during a product transition.
- Initiated discovery for next-gen anomaly detection, defining early scope and approach in a fast-changing environment.

Fivetran

Senior Product Designer, April 2021 – May 2025

- Designed Role-Based Access Control (RBAC), simplifying enterprise workflows and driving a 200% increase in new users per enterprise account.
- Defined the Connector SDK experience, improving developer documentation, product workflows, and CLI interactions to support extensibility and adoption.
- Built and scaled the design system, working with 9 designers and partnering with engineering for org-wide adoption.
- Ran executive and cross-functional workshops to align on strategy and unblock delivery.

PaySimple

Product Design Lead / Product Team Manager, April 2020 – January 2021

- Promoted to lead strategy across two product lines, expanding management from one designer to include three PMs.
- Strengthened discovery and delivery practices and built a talent assessment tool and training playbook to close skill gaps.

Senior Product Designer, February 2018 – April 2020

- Managed one product designer and defined design strategy for the payments platform, driving nearly 40% user growth and 31% YoY revenue growth.
- Redesigned mobile and web payment flows using behavioral data, improving conversion and retention.
- Built and scaled a design system that reduced development time by 25% and ensured consistency across web and mobile.

Zen Planner

User Experience Design Lead, April 2015 – January 2018

- Defined product design vision and long-term strategy that drove 39% user growth and sustained revenue gains.
- Designed and launched three mobile apps (business owner, member, kiosk), reaching 50K+ users in six months.
- Managed one designer and introduced user-centered design practices through workshops and ideation sessions, improving team alignment.

Aspenware

User Experience Design Lead, October 2013 – March 2015

- Led UX for the U.S. Olympic Committee website, including research, workshops, wireframes, and style guides.
- Managed a UI designer and ensured delivery met client goals, improving outcomes for high-visibility projects.

Pearson

User Experience Designer, April 2011 – September 2013

- Designed student- and teacher-facing LMS experiences in an Agile environment.
- Partnered with PMs, developers, and stakeholders to define requirements and deliver solutions.
- Worked with UX Research to uncover usability issues and improve outcomes through wireframes, mockups, and prototypes.