

# My name is Jonathan Hurd.

## I am a **Product Designer** that believes crafting the right question is as important as designing its answer.

### Senior Product Designer

Reverb.com • 2025

I led design for Reverb's sell flow. I collaborated on strategy with my product manager, and partnered closely with our engineers. Over the course of a year we launched highly effective, fundamental upgrades to the experience and built a visionary roadmap for the future.

### Product Designer

Reverb.com • 2021-2024

From 2021-2022, I led design for the marketplace search experience, making optimizations with a multidisciplinary team. Following that, I took on a dedicated role contributing to a design system refresh, building libraries and tokens.

### Adjunct Instructor

College for Creative Studies • 2021

I returned to CCS to instruct a mobile-first product design course. I created a syllabus that introduces UX and UI design to students, along with problem solving in the digital space.

### Freelance Product Designer

Miscellaneous • 2020-2021

This period covers a few projects with the stakeholders of a new web app. I collaborated on product strategy, handled information architecture, and developer-ready design work.

### Experience Designer

Cramer-Krasselt • 2017-2021

As the sole product designer for a majority of my time at C-K, I learned how to work autonomously in my discipline, presenting to clients and advocating for my work.

### BFA in Advertising Design

College for Creative Studies • 2013-2017

### Skills

Iterative UX & UI  
Product Strategy  
Systems Design  
AI Workflows  
Team Collaboration

### Tools

Figma & FigJam  
Framer  
Jitter & After Effects  
Claude Code  
Jira & Confluence

### Contact

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