

JON LEWIS

PRINCIPAL PRODUCT DESIGNER



A NOTE FROM JON

I've spent most of my career wandering into industries before they've figured themselves out.

Over the last two decades I've designed products used by more than 350 million people, founded companies, raised venture funding, and helped build products recognized by both Apple and Google. I've had the opportunity to work across fintech, education, gaming, politics, journalism, social impact, computational photography, digital identity, AI, developer tools, and public sector technology. On paper those industries have very little in common. In practice, they all begin in the same place: a room full of smart people trying to solve a problem nobody has solved before.

My role has taken me from early-stage startups to venture-backed companies, from nonprofits and governments to products used by millions around the world. Along the way I've learned that the hardest design problems are rarely interface problems. They're questions of trust, incentives, communication, and helping teams navigate ambiguity with enough clarity to keep moving forward.

I've been fortunate to wear a lot of hats throughout my career; product designer, founder, Head of Design, Chief Product Officer; but the work has remained remarkably consistent. Listen carefully. Challenge assumptions. Build quickly. Stay curious. Help good people make better decisions together.

I'm looking for a team that's building something ambitious enough that it doesn't come with a blueprint. The technologies will be different five years from now. The frameworks will change. What won't change is the need for thoughtful leadership, strong product intuition, and a deep respect for the people on the other side of the screen.

If that sounds like the kind of challenge you're tackling, I'd welcome the opportunity to talk.

 [LinkedIn](#)

 Portfolio → ekhoscope.com

 umiworkshop@gmail.com

JON LEWIS

PRINCIPAL PRODUCT DESIGNER

 [LinkedIn](#)

 Portfolio → ekhoscope.com

 umiworkshop@gmail.com

EXPERIENCE



Self Labs

2024 - CURRENT

Head of Design

Led product design across consumer and enterprise products, helping build privacy-preserving identity infrastructure for humans and AI agents.



Umoja Labs

2020

Co-founder + CPO

Co-founded and led product, designing financial tools for emerging markets before raising venture funding from Coinbase Ventures and impact investors.



Sustainability Fellows



Moment

2019

Product Designer

Owned product design on a first of its kind pro-camera system built for smartphones. Moment is used by filmmakers on Hollywood productions.



App of the Day



Editor's Choice



ConsenSys

2017

Principal Product Designer

Led product design for ConsenSys Social Impact, partnering with governments, NGOs, and corporations to apply emerging tech to global challenges.



Urban Stems

2016

Product Designer

Designed a full overhaul of the Urbanstems customer experience offering same day flower delivery across the United States.



NYT • Wirecutter Pick



Plaid

2015

Product Designer

Designed the developer experiences at Plaid, making complex financial systems feel approachable, secure, and effortless.



Elevate Labs

2013

Founding Product Designer

Founding Product Designer for the brain training app that grew to more than 200 million users, earning Apple's App of the Year and Google's Best App awards.



App of the Year



Editor's Choice



Skills

Agentic Design / User Research / Motion Design / Art Direction / Front-end Dev Interaction Design / Project Management Brand Design / User Testing / Product Strategy / Recruiting / Design Mentorship