

George Penston

Experienced Product Design Leader



I thrive on turning big ideas into reality with collaborative teamwork. As a leader, I create an environment where design and cross-functional partnerships shine. With extensive experience, I've led multiple design teams to develop large-scale applications.

Portfolio gpenston.com
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Experience

09.2018 – present

LinkedIn

Design Director, Product Design

As leader of an incubation team, I've shaped the future of the LinkedIn app, focusing on pioneering 0-to-1 projects and reimagining large-scale features. I directed the integration of generative AI features in Messaging and Profile, enhancing communication and self-presentation for members. I also orchestrated major initiatives like a new design language, WCAG 2.1 accessibility compliance, and the introduction of dark mode. I've led teams across key areas of the consumer app, including Home feed, Profile, Pages, Messaging, and Groups, as well as horizontal teams like Premium, Trust, Infra UX, and Navigation IA.

05.2017 – 08.2018

Pinterest

Design Director, Product Design

Led a product design team focused on user growth, content optimization, and advertising tools. Collaborated with cross-functional teams to set product vision, strategy, roadmap, and goals. Created the conditions for great work to be done by my team. Primarily around design but also with product management, research, and engineering.

03.2011 – 01.2017

Flite (acquired by Snap)

Head of Product Design

Led a team of UX designers, product managers, and creative designers. Collaborated with marketing and engineering to implement agile processes and tools for product usage analysis. Drove the design and development of the Flite creative management platform for ad creation and campaign management. Directed the innovation of Velocity, a vertical video ad builder for Snapchat, Instagram, and Facebook.

05.2006 – 02.2011

Widgetbox

Director of User Experience Design

Managed a team of user experience designers handling product design, UX mockups, and interface design. Coordinated with product marketing and engineering, contributing to the growth of Widgetbox web widgets and the launch of Widgetbox Mobile web apps.

Skills

Design leadership
UX / product design
Information architecture
Accessibility and inclusive design
Product strategy
Brand strategy and identity design

Education

Art Institute of Atlanta
Associates, Visual Communications

Publications

[The Creative Director Role \(As We Know It\) Will Not Exist in 10 Years](#)
AdvertisingAge 2016

[Adobe Creative Suite 2 How-Tos](#)
Adobe Press 2005

[The Creative Toolbox / CreativePro Staff](#)
CreativePro 2001 – 2004

[Photoshop 6.0 Vectors in on One-Stop Solution](#)
MacWorld 2000