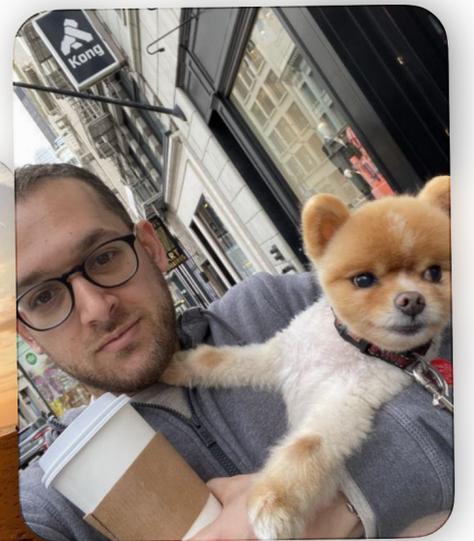
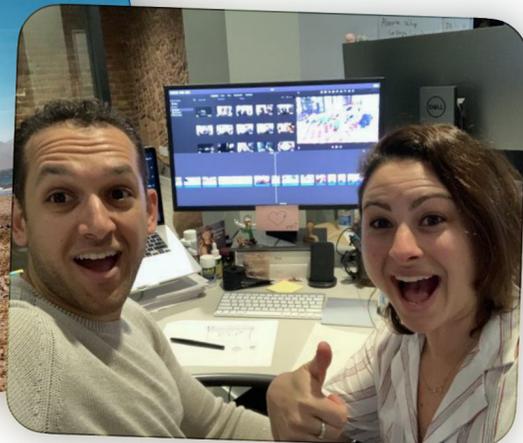
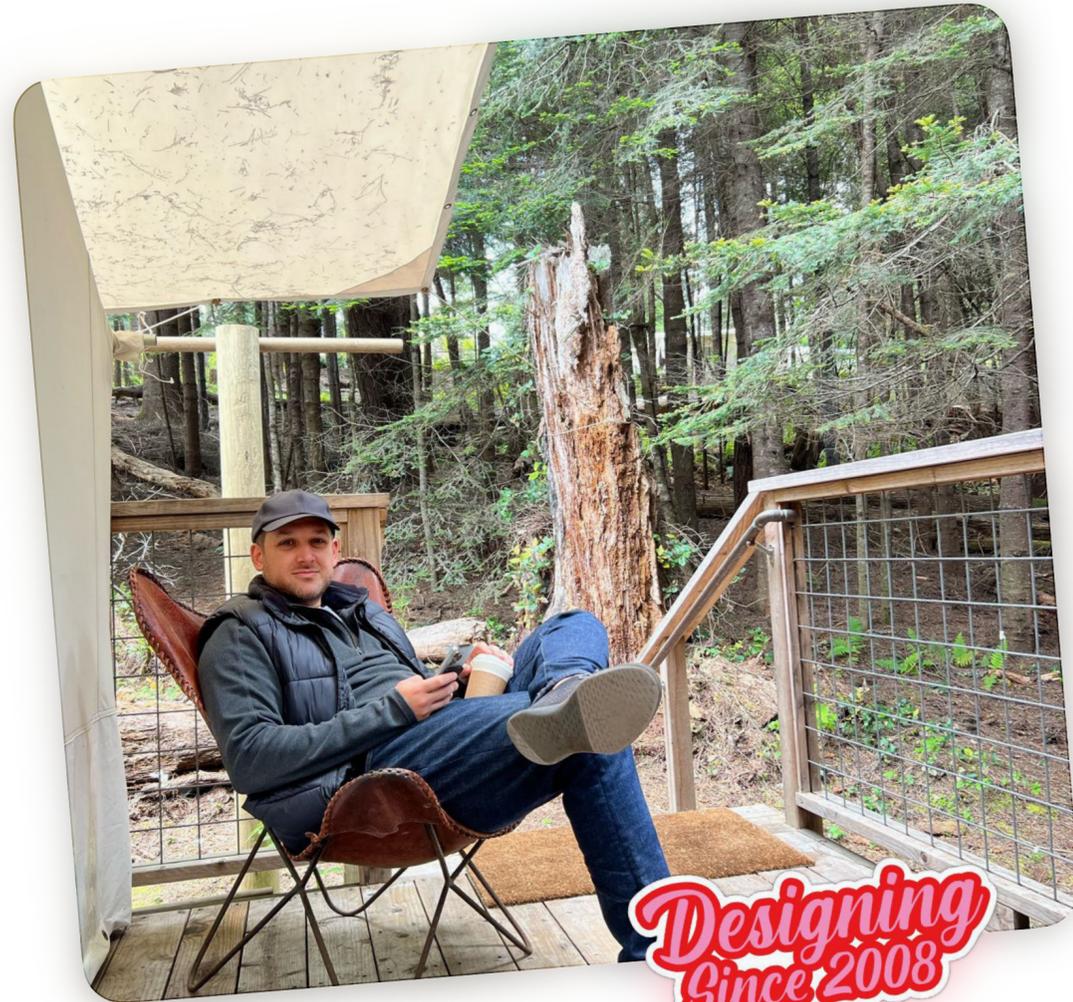


# **Jonathan Brodheim**

Director of Product & Design  
San Francisco, CA



**I am dedicated to driving digital innovation through data-driven strategies, user-centered design, and authentic leadership. I build impactful products that take advantage of platform standards, push industry boundaries, and empower users to reach their goals.**

## A little about me...

Hey! My name is Jonathan, but most people call me Jony (pronounced Jaw-knee). I currently work at American Express as the Director of Product & Design for Digital Lounge Experiences where I lead a cross-functional team of Product Managers, Designers, and Data Analysts with the collective goal of improving the digital travel experience for our premium card members. Before that I was at Instagram leading the design and product direction for new Lead Generation tools for creators and small businesses.

My background is fairly uncommon; I initially embarked on my professional journey in architecture, where I learned about project management, communication, selling a vision, and most importantly, it's where I was introduced to the world of design. I later made the transition into the tech industry, serving as the first and sole designer at a small startup called LoungeBuddy. I learned how to build products, own and iterate on the company's vision, grow a team, secure

funding, and so much more. In 2019 we were acquired by American Express, and I learned even more about what it was like to build influence across an enterprise, and expanded on this even more at Instagram where laid the foundations for an entirely new business vertical.

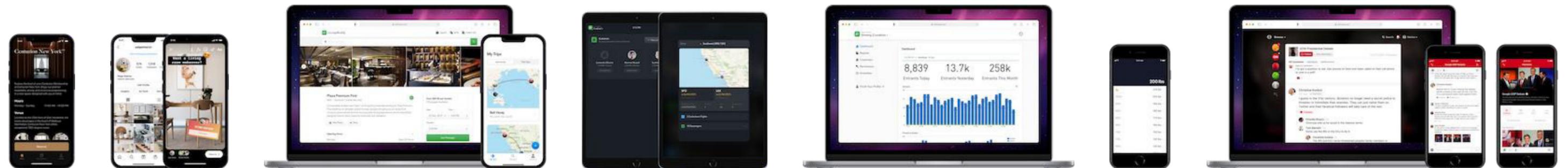
I thrive at the intersection of strategy, design, and data, creating a culture where everyone feels empowered to take ownership and align their goals with our mission. For me, storytelling is at the heart of what I do — it's about bringing out the unique details that make a product stand out, whether through major tentpole features or the small refinements that make an experience feel *"just right."*

Above all, I lead with humility and authenticity, and I feel very grateful for the opportunities I've had so far in my career, and I am truly humbled that I get to do this for a living.



# My Work

Over the next few pages you'll see some samples of my past work. I've been working in mixed IC/Leadership roles for most of my career across both the Product Management and Product Design pillars. What I've chosen to share has been designed in it's entirety by me and a small design team, or brought to life under my leadership and a small product and engineering team.

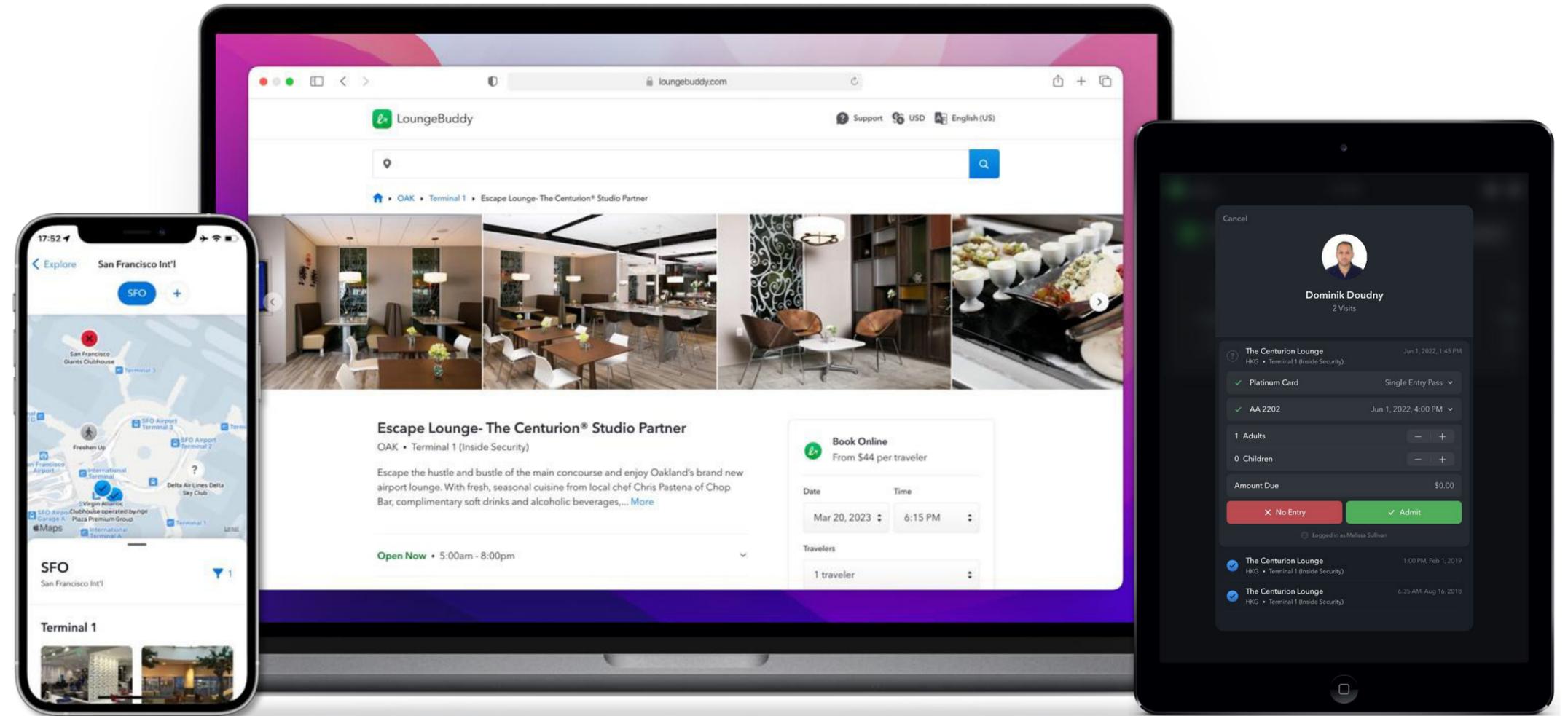




# LoungeBuddy

## Defining the Future of the Digital Airport Experience

LoungeBuddy enabled travelers to discover and access the different airport experiences (lounges, hotels, restaurants, etc) available to them through their Airline Status, Lounge Memberships, Credit Cards, and more. I joined LoungeBuddy as their first designer in 2015, where I was responsible for everything under the “design umbrella.” Eventually I was asked to lead both the Product Management and Design functions, where my team and I were responsible for creating and shipping updates for our B2B & B2C products — growing revenue ~20% MoM from 2015 - 2019.



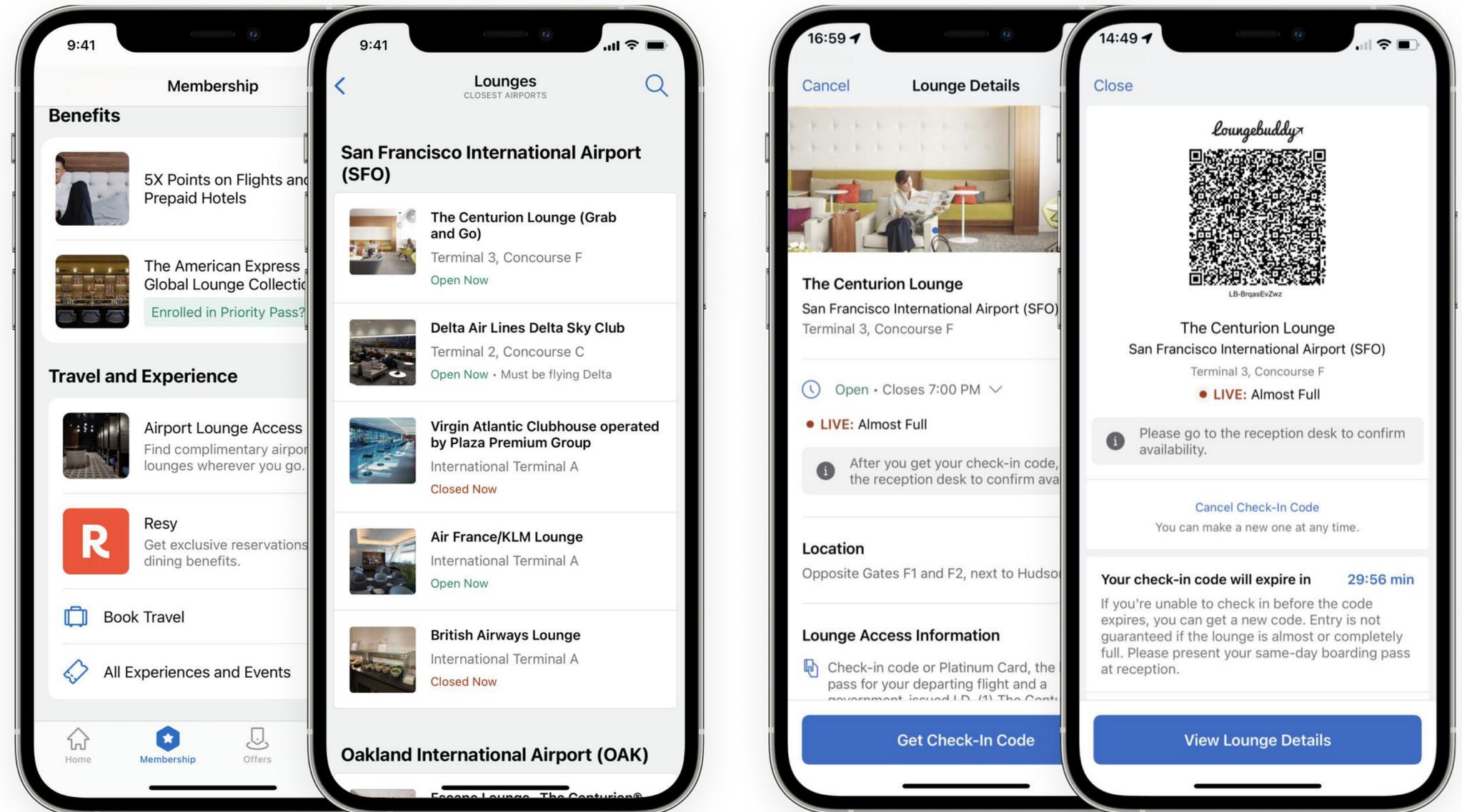
**Role** Founding Product Designer  
**Skills** New Product Development, Management & Mentorship, Design Systems



## American Express

### Designing Digital Experiences & Luxury Travel Benefits for our Premium Card Members

American Express acquired LoungeBuddy in 2019. Since then I was responsible for growing the team and shipping updates and new experiences across all eight B2B and B2C products for travelers and lounges around the world. I led a team of Designers, Product Managers, Localization Project Managers, and Data Analysts with the collective goal of enhancing our Card Member's travel experience, optimizing lounge operations, and introducing new digital benefits.



**Role** Director of Product & Design  
**Skills** Project Management, Competitive Analysis, Mentorship, Team-building



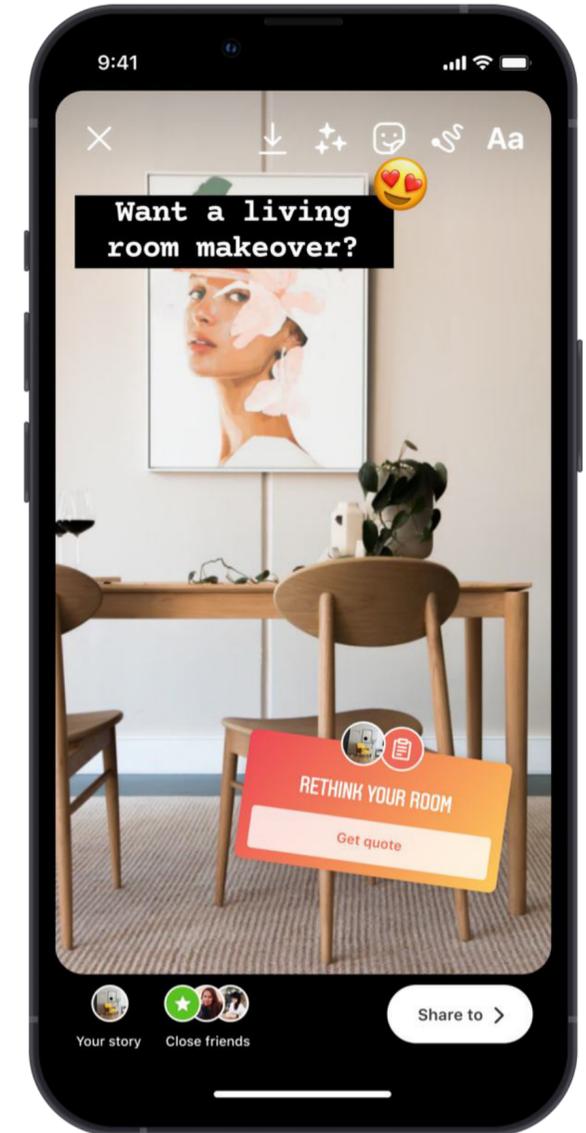
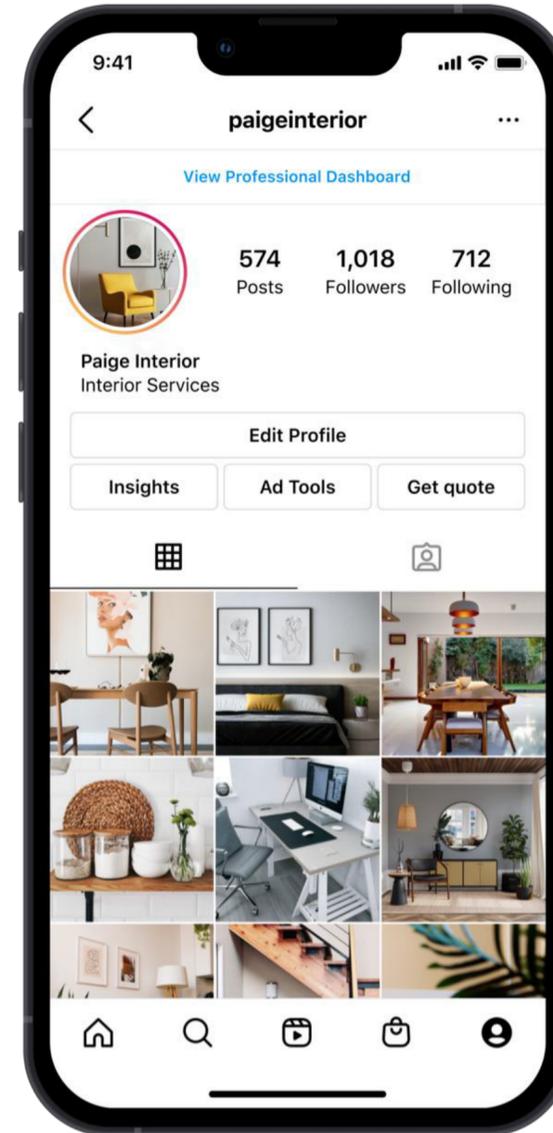
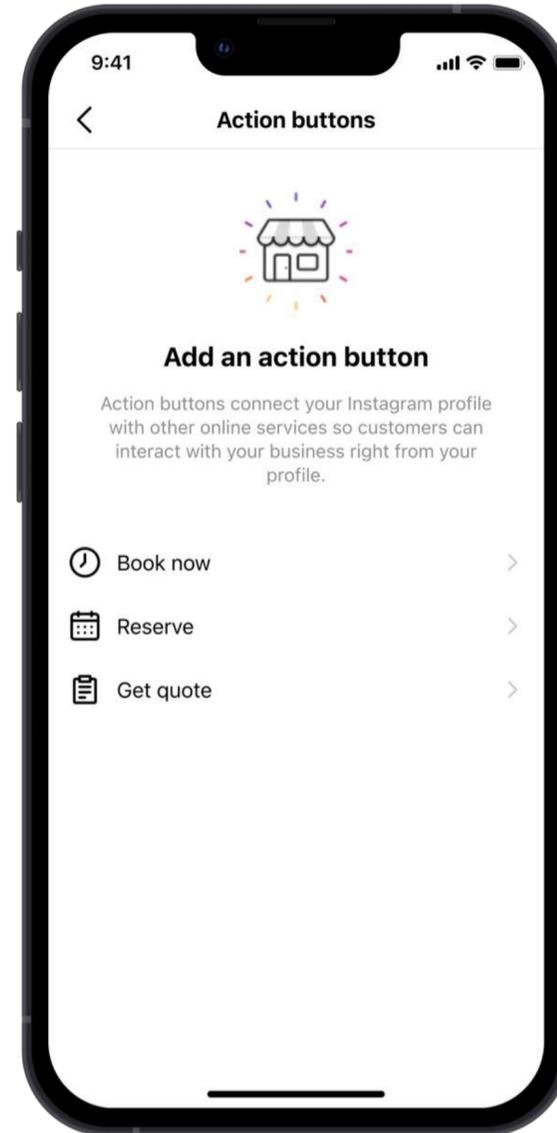
# Instagram

## Lead Generation for Creators & Small Businesses

I joined the Small Business Team at Instagram in 2021 to design and build new products for small businesses. I was **responsible for leading the design and product direction for new lead generation tools** to help connect businesses and consumers through their organic and paid experiences. In my first six months, I designed the Lead Gen product from concept through launch. We ultimately **shipped on multiple surfaces within Instagram App** — including Profile Action Buttons, Story Stickers, Pro Dash, Forms & Ads. We **achieved PMF within our first six months**, resulting in a **net gain of \$145,000 (~\$155MM annualized)**.

**Role** Product Designer

**Skills** Product Strategy, Design Direction, Prototyping, AI/ML, Stakeholder Management & Alignment





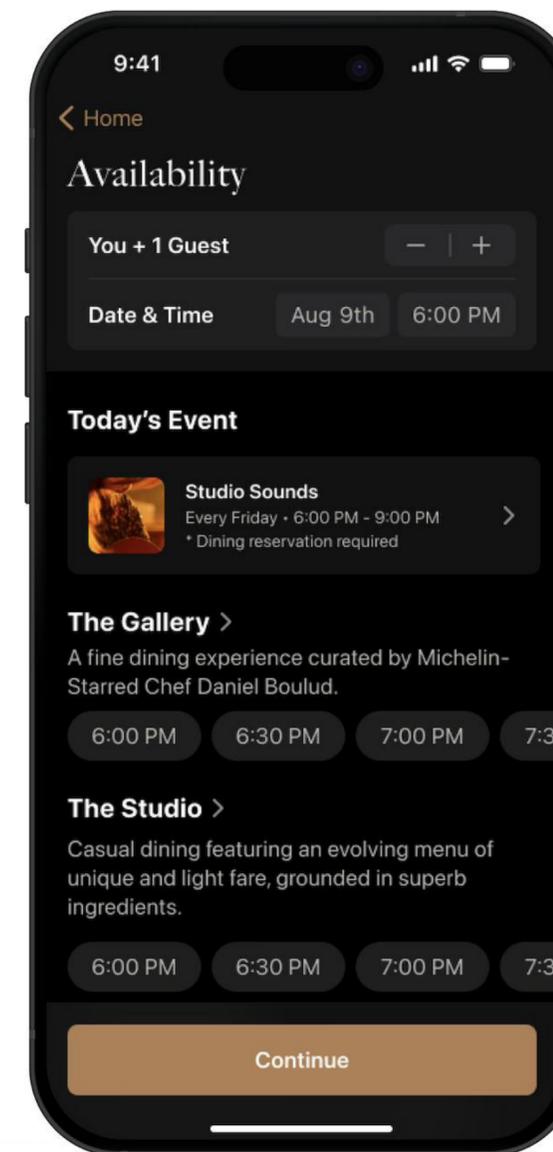
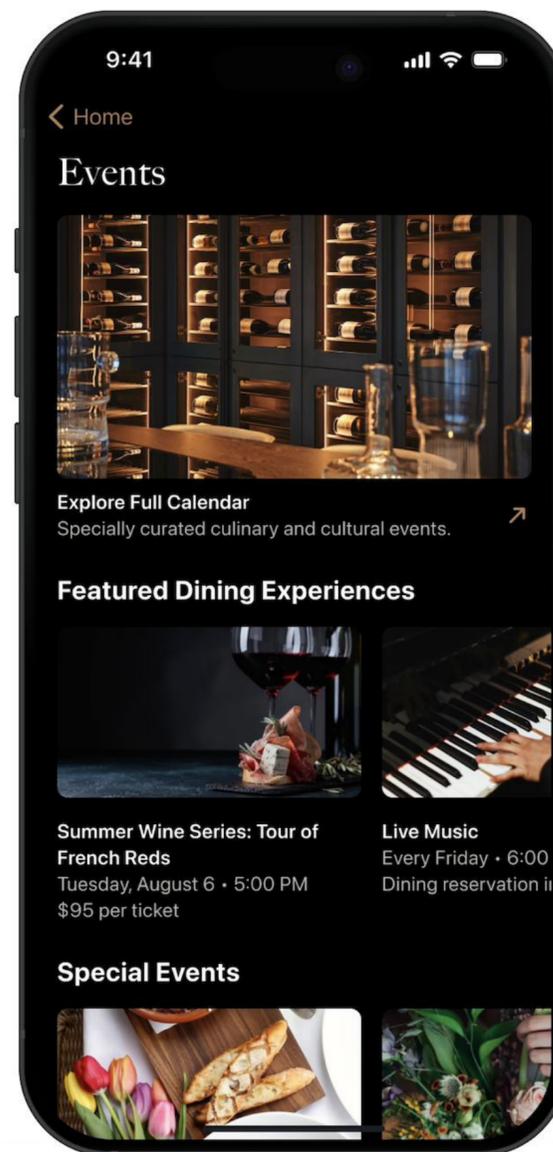
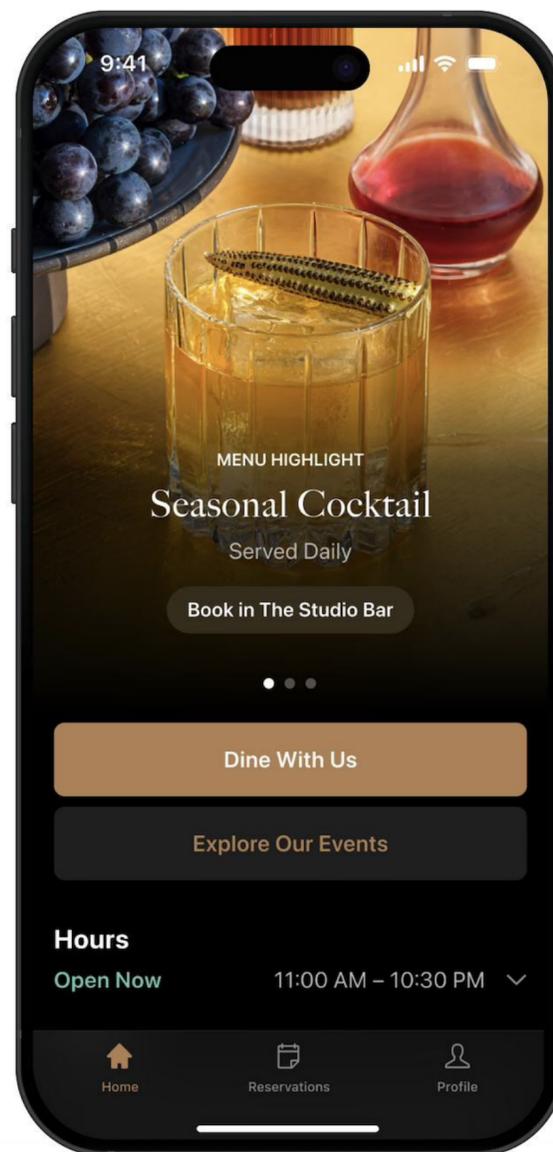
## Centurion New York

Building digital tools for American Express' first restaurant and lounge – 55 stories above Manhattan.

I returned to American Express in 2022 to lead the design and development of new digital solutions for Centurion New York, the company's first inner-city club and restaurant.. I led a talented team of Product Managers, Designers, Engineers, and Data Analysts to create and launch the Centurion New York App for both iOS and Android. We successfully delivered the app within ten months, navigating complex legal, privacy, and technical challenges. The app achieved a 43% booking conversion rate and provided a streamlined digital experience for our premium Card Members.

**Role** Director of Product & Design

**Skills** Project Management, Competitive Analysis, Mentorship, Team-building, Stakeholder Management



## TLDR;

Known for my ability to set strategic vision and align user needs with business goals, while fostering collaborative environments. I currently manage a cross-functional team of Designers, Product Managers, and Data Analysts.

I have over a decade of experience, and understand the entire product development lifecycle. I've brought multiple products to life (from concept to launch) on all major platforms: iOS, iPadOS, Android & Web.

I welcome opportunities to leverage my diverse skill set in Product Management and Product Design to drive strategic initiatives and lead innovative, user-focused product teams.

Whether you're interested in collaborating, seeking career advice, or simply want to say "Hello," I'd love to hear from you!

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**LinkedIn**    [@jonbrodheim](#)

**Web**         [jony.io](http://jony.io)