

My name is **Jonathan Hurd**.
I am a **Senior Product Designer**
that believes answers are easy.
Questions are hard.

My philosophy is that a design solution is only ever as good as the problem statement it's solving for. Luckily, I can help with both.

Contact

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Senior Product Designer

Reverb.com • 2024-2025

Drove full design ownership over the seller listing experience, ensuring seamless implementation through consistent collaboration with engineering

Contributed to quarterly strategic planning and experiment design with product manager, launching fundamental upgrades and building a visionary roadmap

Product Designer

Reverb.com • 2021-2024

Owned marketplace search design and launched experiments with a multidisciplinary team, leveraging visual and UI skills to enhance product strategy

Led a fully interactive design system refresh, producing new libraries, tokens, patterns, and guidelines to elevate design consistency

Product Design Instructor

College for Creative Studies • 2021

Developed and instructed a mobile-first product design course, introducing comprehensive user experience and innovative technology concepts

Freelance Product Designer

Independent • 2020-2021

Collaborated directly with clients to create new products from concept to high-fidelity design, guiding projects from strategy through development handoff

Product Designer

Cramer-Krasselt • 2017-2021

Worked autonomously as sole experience designer, collaborating with cross-functional teams to exceed client expectations

Skills

Iterative UX & UI

Product Strategy

AI Workflows

Systems Design

Design Leadership

Tools

Figma Suite

Claude Code

After Effects & Jitter

Jira & Confluence

Framer

BFA in Advertising Design

College for Creative Studies • 2013-2017