Jonathan Brodheim

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Driven and experienced Product & Design leader with a proven track record in delivering cutting-edge digital solutions and driving strategic initiatives. Open to opportunities where I can leverage a decade of experience in product management and design functions to lead cross-functional teams and drive innovative product strategies.

✓ Accomplished Product & Design leader with a decade of experience in both product management and design.

✓ Proven expertise in leading cross-functional teams, shaping multi-platform product strategies, and driving revenue growth.

✓ Strong track record of data and experience-driven decision-making, resulting in increased user engagement.

✓ Proficient in most modern design tools, prototyping, and development.

✓ Effective team management, with a track record of meeting tight deadlines.

✓ Exceptional leadership, collaboration, and communication skills.

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Professional Experience

MAY 2022 – PRESENT
DIRECTOR, PRODUCT & DESIGN • AMERICAN EXPRESS

I returned to American Express to lead the development of innovative digital solutions for the Global Lounge Collection and Centurion New York, a new Centurion club in midtown Manhattan. My responsibilities extend to executive oversight for the entire Digital Lounge Product suite, encompassing an array of multi-platform products. This portfolio covers both B2B and B2C offerings, spanning iOS, iPadOS, Android, and Web.

- **Financial Management:** Responsible for managing a $7MM budget for the Product & Development teams, including Headcount, T&E, and OpEx costs.

- **Leadership & Recruiting:** Lead, manage, and mentor a cross-functional team of eight Designers, Product Managers, and Data Analysts. Guided the end-to-end hiring process for all three functions.

- **Strategic Vision:** Identified new product and technology opportunities; synthesizing technology trends, competitive analysis, and user feedback to craft a 5-year strategy for our Digital Lounge & Travel assets.

- **Project Management:** Successfully launched the Centurion New York App on both iOS and Android within ten months, navigating complex legal, compliance, privacy, and third-party challenges while achieving ~43% booking-conversion rate.

- **Data-Driven Decisions:** Implemented multiple improvements through market analysis, user testing, and A/B testing, resulting in record engagement across our consumer product suite: App MAU increased ~230%, Web MAU increased ~300%.

- **Cost Optimization:** Responsible for leading the migration of Heroku to AWS, realizing cost savings of ~$1MM/year.

- **Revenue Growth:** Integrated with internal Loyalty APIs to create a new Lounge Guest Access Policy to help reduce overcrowding in our lounges, which resulted in +$1.2MM MRR for lounge operations.

JULY 2021 – APRIL 2022
PRODUCT DESIGNER • INSTAGRAM

I joined the Small Business Team at Instagram to design new products for creators and small businesses. I was responsible for leading the design and shaping the overall product strategy for new lead generation tools to help connect businesses and consumers through their organic and paid experiences.

- **Product Design:** Created the end-to-end experience for Lead Generation on Instagram. Successfully launched in the US-market and achieved PMF within our first six months, resulting in a net gain of $145,000 (equivalent to approximately $155MM annualized).

- **Strategic Vision:** Defined the 3+ year strategy for Lead Generation on Instagram, securing buy-in from Instagram's SMB Leadership team by focusing on Instagram's unique ability to connect people through alternative media.

- **New Market Exploration:** Working with the Platform & Product teams, we created a proof of concept using AI to prioritize leads and increase the overall value of ads on Instagram.

- **Data Driven Decisions:** Through A/B Testing and close collaboration with the Data Science, User Research, and Engineering, we designed and shipped updates to optimize the Lead Generation experience, achieving:

  - Increased form creation conversion by 22%.

  - Increased number of successful Lead-based Ads setup by 22%, and increased overall ad creations by 2.73%.

- **Strategic Decision Making:** Drove the strategic shift from Bloks Web Components to Native App Components for Profile and Stories, resulting in 4% higher form submission rates for both.

- **Process & Efficiency:** Drove the initiative to integrate Asana into the team's workflows, improving communication and collaboration across a team of 20 cross-functional peers.

JULY 2019 – JUNE 2021
DIRECTOR, PRODUCT & DESIGN • AMERICAN EXPRESS

American Express acquired LoungeBuddy in 2019. Since then we grew the team and shipped multiple updates and new experiences across all four B2B and B2C products for travelers and lounges around the world. I led a team of Designers, Product Managers, Data Analysts, and Localization Managers with the collective goal of connecting travelers to the right experience at the airport, and supporting the operations of those experiences when they get there.

- **Leadership**: Directly managed a cross-functional team of seven, including Designers, Product Managers, Data Analysts, and Localization Managers.
- **Design & Development**: Led research and design of LoungeBuddy for iPhone 3.0 from concept through launch. Increased number of active users who add a credit card, membership, or airline status by 18%, and increased number of active users who view a lounge by 12%.
- **Design & Development**: Led redesign and iterations of product pages, checkout, and search flows on the Web. The sum of which resulted in booking conversion lift of 25%, reduced time to convert by 33%, and increased search conversion by 5%.
- **Collaboration**: Worked cross-functionally with Engineering Leadership to craft the vision and define roadmaps for our product suite.
- **Recruitment & Team Building:** Successfully sourced and hired talent, implemented communication frameworks, and facilitated team onboarding.
- **Career Progression:** Promoted from Lead Product Designer (Jul 2020 - Aug 2020) to Product Management & Design Lead (Aug 2020 - Jan 2021) to Director of Product & Design (Jan 2021)

OCTOBER 2015 – JULY 2019
FOUNDING PRODUCT DESIGNER • LOUNGEBUDDY

I joined LoungeBuddy as their first Product Designer, where I was responsible for designing and shipping updates for our B2C & B2B products: LoungeBuddy for iPhone, LoungeBuddy.com, LoungeBoss (a check-in system built for iPadOS), and Partner Portal (a web-based lounge management and analytics tool).

- **Product Design:** Worked as the sole designer for three years; managed qualitative and quantitative research, wire-framing, visual design, prototypes, product specifications, etc..
- **Innovation & Revenue Growth:** Established the LoungeBuddy Design System (LBDS), and designed new features for our B2C products that drove consistent revenue growth ~20% MoM from 2015-2018.
- **New Product Development:** Led the design of two new products for our B2B partners, including LoungeBoss and Partner Portal, which became two of our biggest assets in securing a partnership with American Express.
- **Partnership & Collaboration:** Created executive presentations that played a pivotal role in establishing partnerships with companies like Expedia, Visa, and American Express.
- **Project Management:** Responsible for defining our B2B & B2C product roadmaps, and coordinating all activities required for new designs to market and managed dependencies across releases.
- **Recruitment & Team Building:** Handled the end-to-end stages of recruiting by leading the sourcing, interview process, and evaluation metrics for new hires across the Product Management and Design functions.

Education

MASTER OF ARCHITECTURE (M.ARCH.)
Savannah College of Art & Design
2012 - 2014

BACHELOR OF FINE ARTS (B.F.A.), ARCHITECTURE
Savannah College of Art & Design
2008 - 2012

Awards & Achievements

CHAIRMAN'S AWARD
American Express
February 2021

GCSG PRESIDENT'S ACHIEVEMENT AWARD
American Express
April 2020

Relevant Skills

Design: Sketch, Figma, Abstract, Adobe CC (Photoshop, Illustrator, InDesign)

Prototyping: Framer, Principal, InVision

Development: HTML, CSS, PHP, Github, Rally, Jira

Product Management: Product Strategy, Roadmapping, Vision Setting

Leadership: Team Management, Project Management, Collaboration, Communication