

Jonathan Brodheim

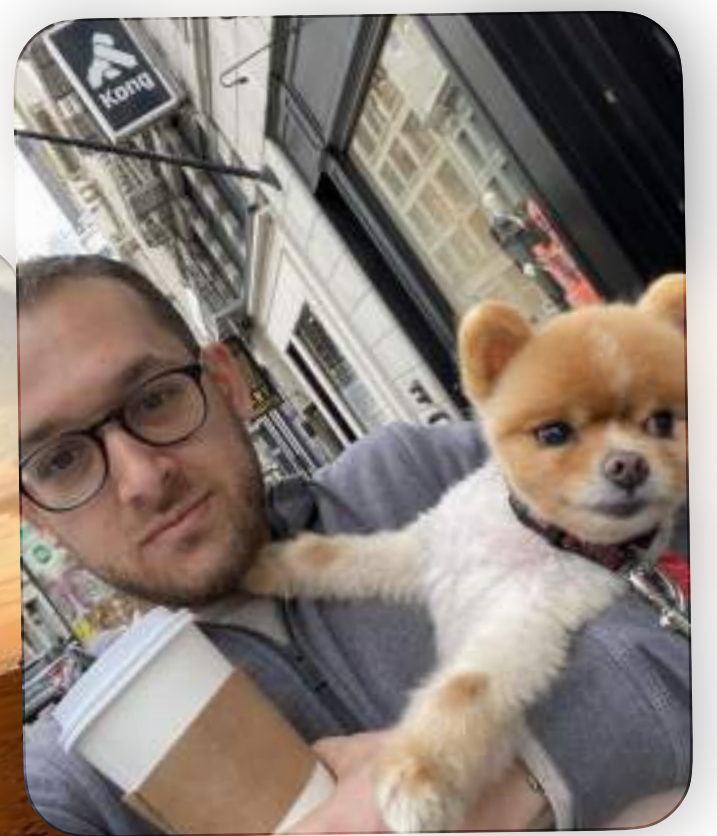
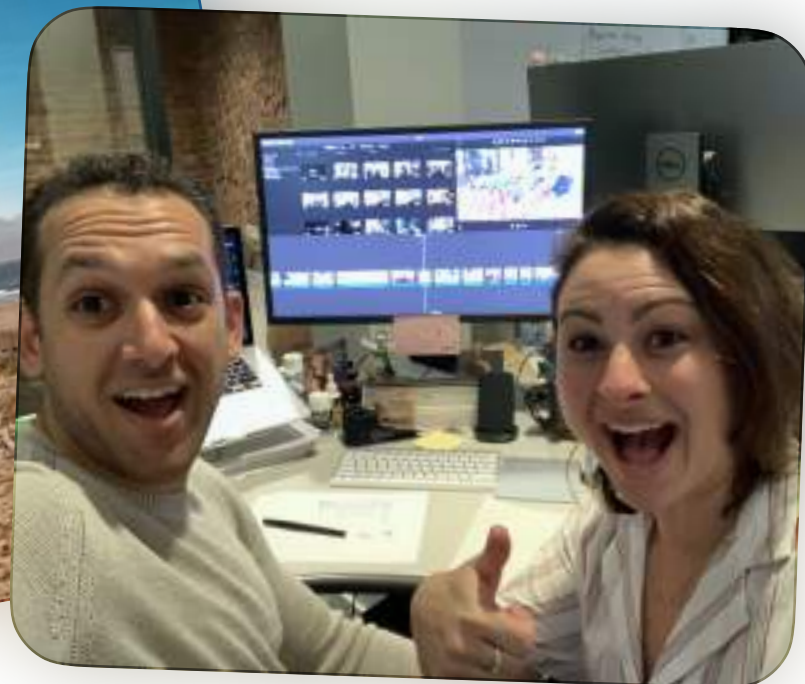
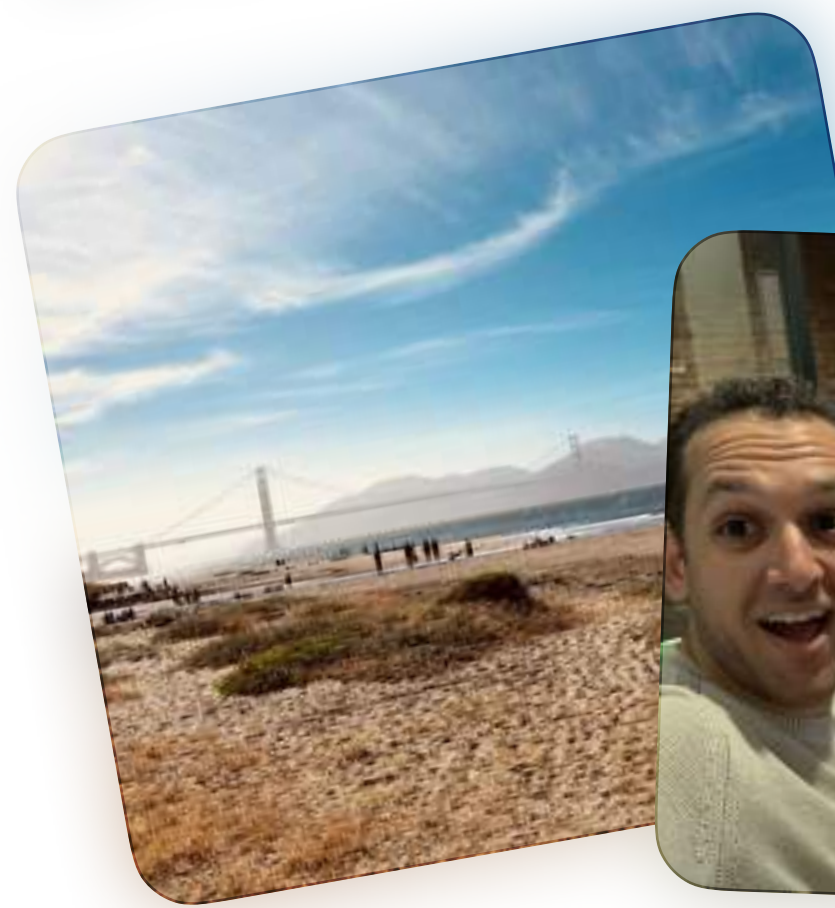
Director of Product & Design
San Francisco, CA



Designing Since 2008



That's me!



I am a data driven product manager, a craft focused designer, and an empathetic manager who loves building products that are rooted in platform standards — yet push boundaries, drive outcomes, and ultimately help people achieve their goals through technology.

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 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

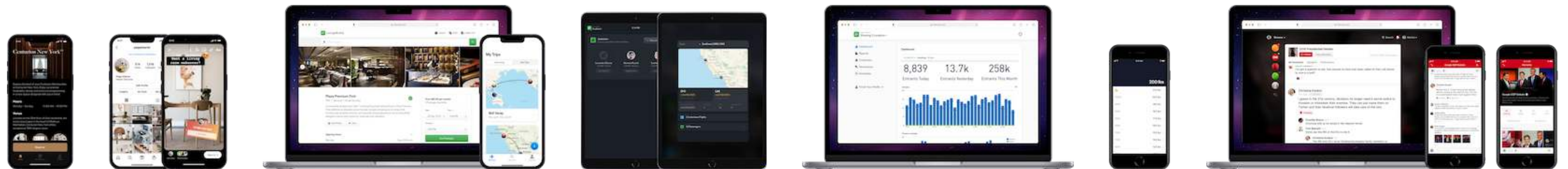
funding, and so much more. In 2019 we were acquired by American Express, and I learned even more about what it was like to build influence across an enterprise, and expanded on this even more at Instagram where laid the foundations for an entirely new business vertical.

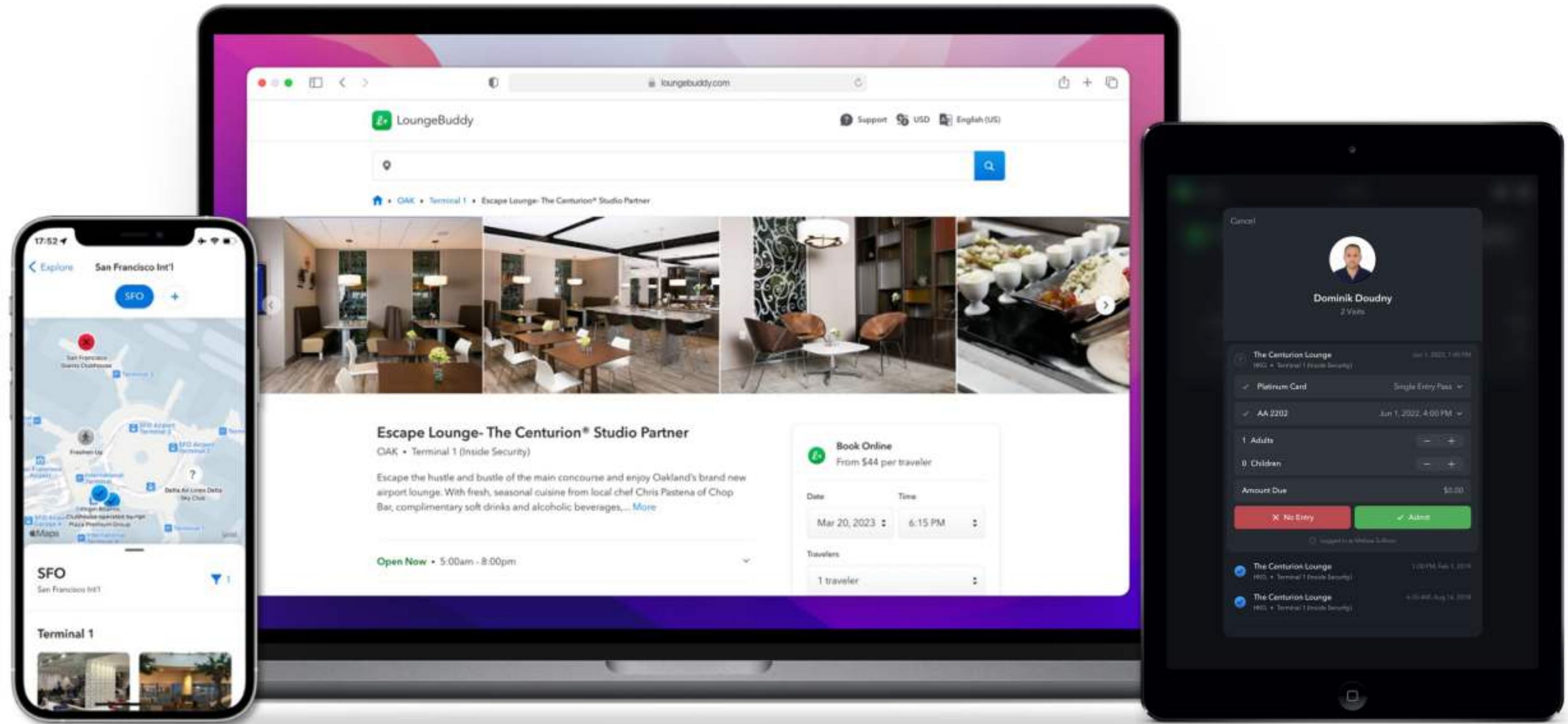
Throughout my career I have had the privilege of leading cross-functional teams, successfully launching multiple zero-to-one products across iOS, iPadOS, Android, and Web for millions of users, hired and mentored Product Managers and Designers, helped to develop company culture, set the vision for our products and department, and experienced what it was like to grow a startup from seed-stage through a successful acquisition. I am 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

Support USD English (US)

OAK • Terminal 1 • Escape Lounge- The Centurion® Studio Partner



Escape Lounge- The Centurion® Studio Partner

OAK • Terminal 1 (Inside Security)

Escape the hustle and bustle of the main concourse and enjoy Oakland's brand new airport lounge. With fresh, seasonal cuisine from local chef Chris Pastena of Chop Bar, complimentary soft drinks and alcoholic beverages,...

Book Online From \$44 per traveler

Date: Mar 20, 2023 Time: 6:15 PM

Travelers: 1 traveler

Open Now • 5:00am - 8:00pm

San Francisco Int'l

SFO



SFO San Francisco Int'l

Terminal 1



Cancel

Dominik Doudny
2 Visits

- The Centurion Lounge (OAK • Terminal 1 Inside Security) Jun 1, 2022, 1:00 PM
- Platinum Card Single Entry Pass
- AA 2202 Jun 1, 2022, 4:00 PM
- 1 Adults
- 0 Children
- Amount Due \$0.00

logged in as [Dominik Doudny](#)

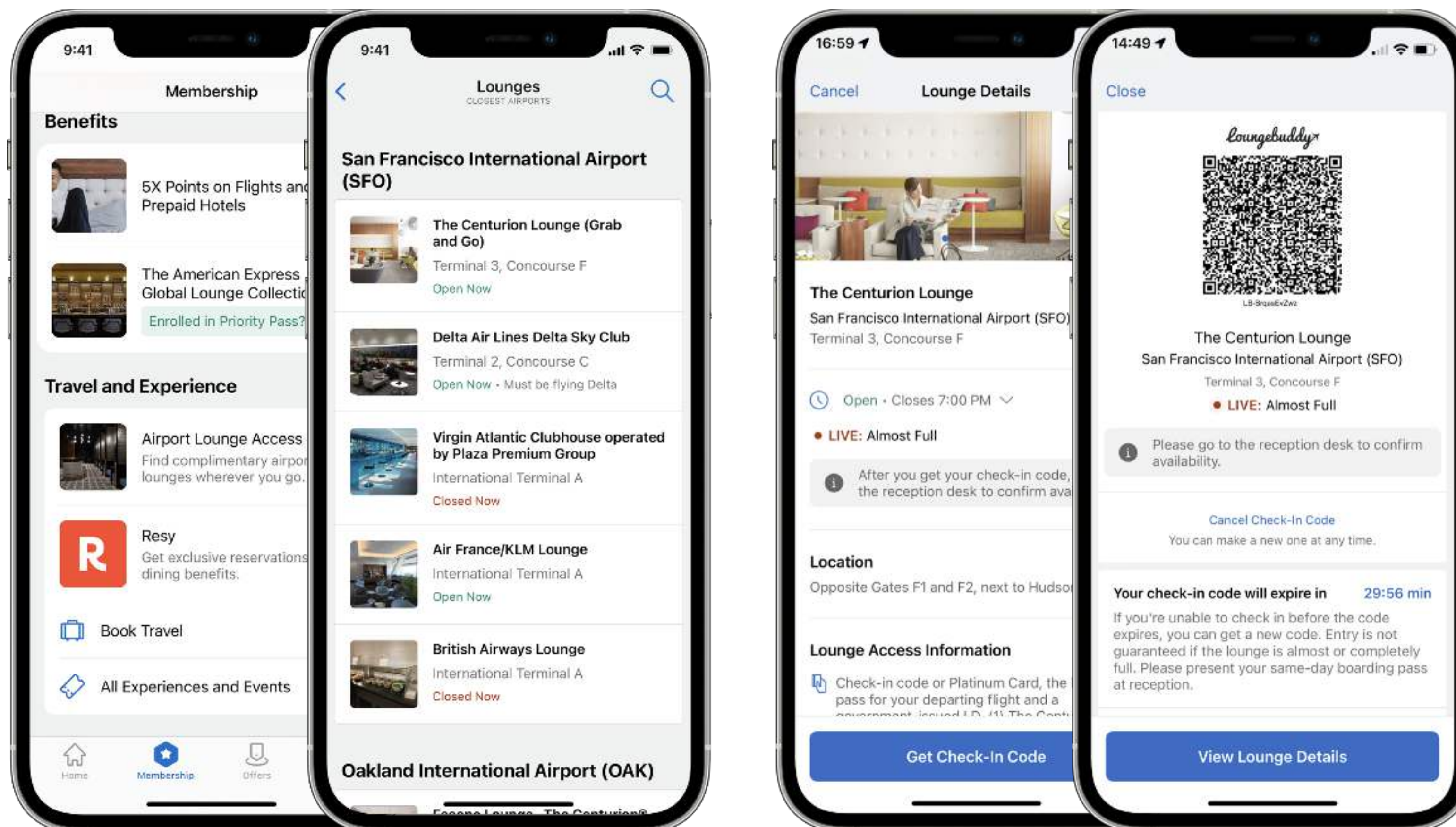
- The Centurion Lounge (OAK • Terminal 1 Inside Security) 1:00 PM Jun 1, 2022
- The Centurion Lounge (OAK • Terminal 1 Inside Security) 4:00 AM Aug 14, 2022



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 connecting travelers to the right experience at the airport, and supporting the operations of those experiences when they got there.



Role Director of Product & Design

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



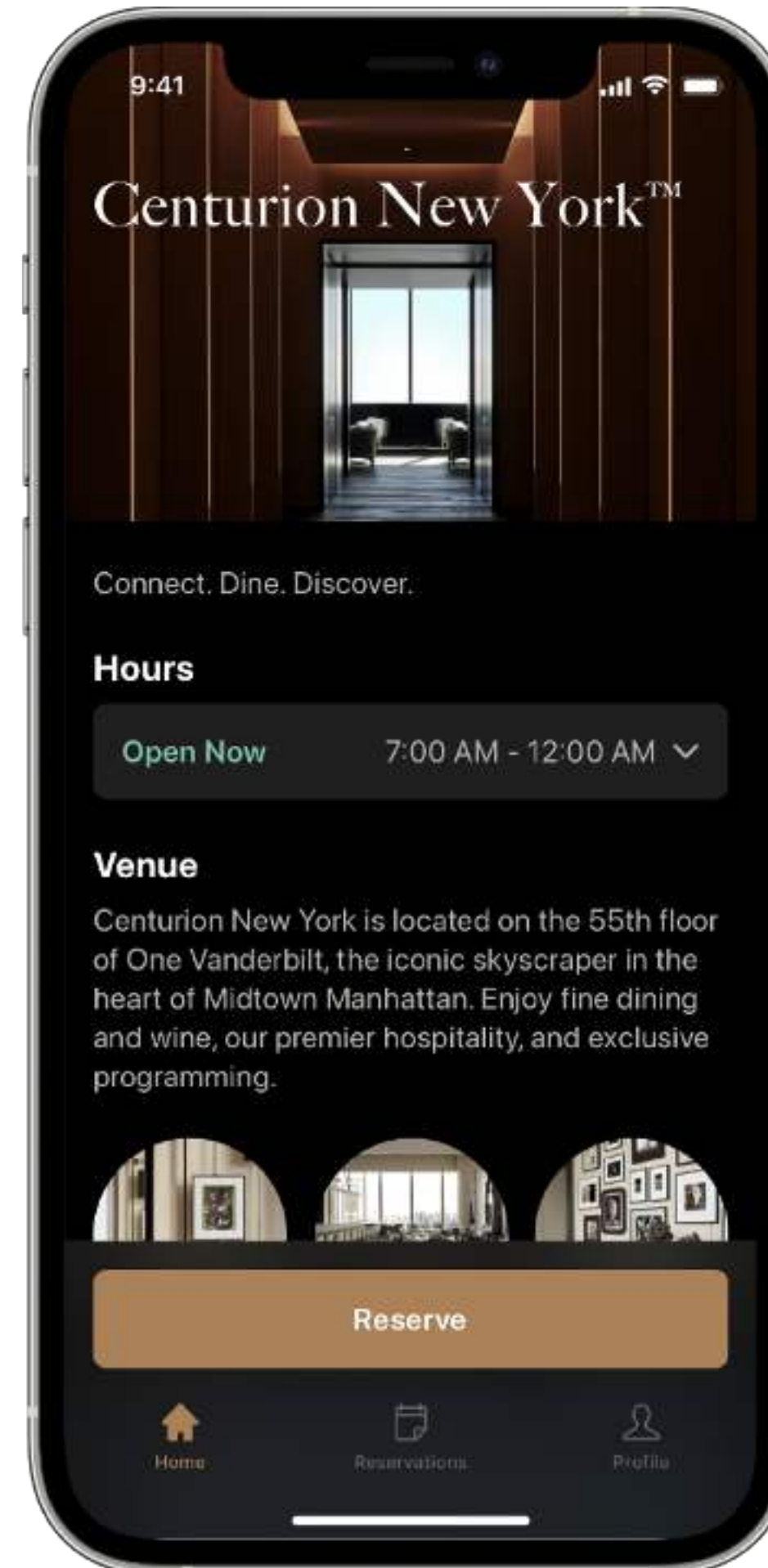
Centurion New York

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 American Express' first non-airport lounge and restaurant, Centurion New York. I led a team of Product Managers, Product Designers, Engineers, and Data Analysts to create and ship the Centurion New York App for both iOS and Android.

Role Director of Product & Design

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





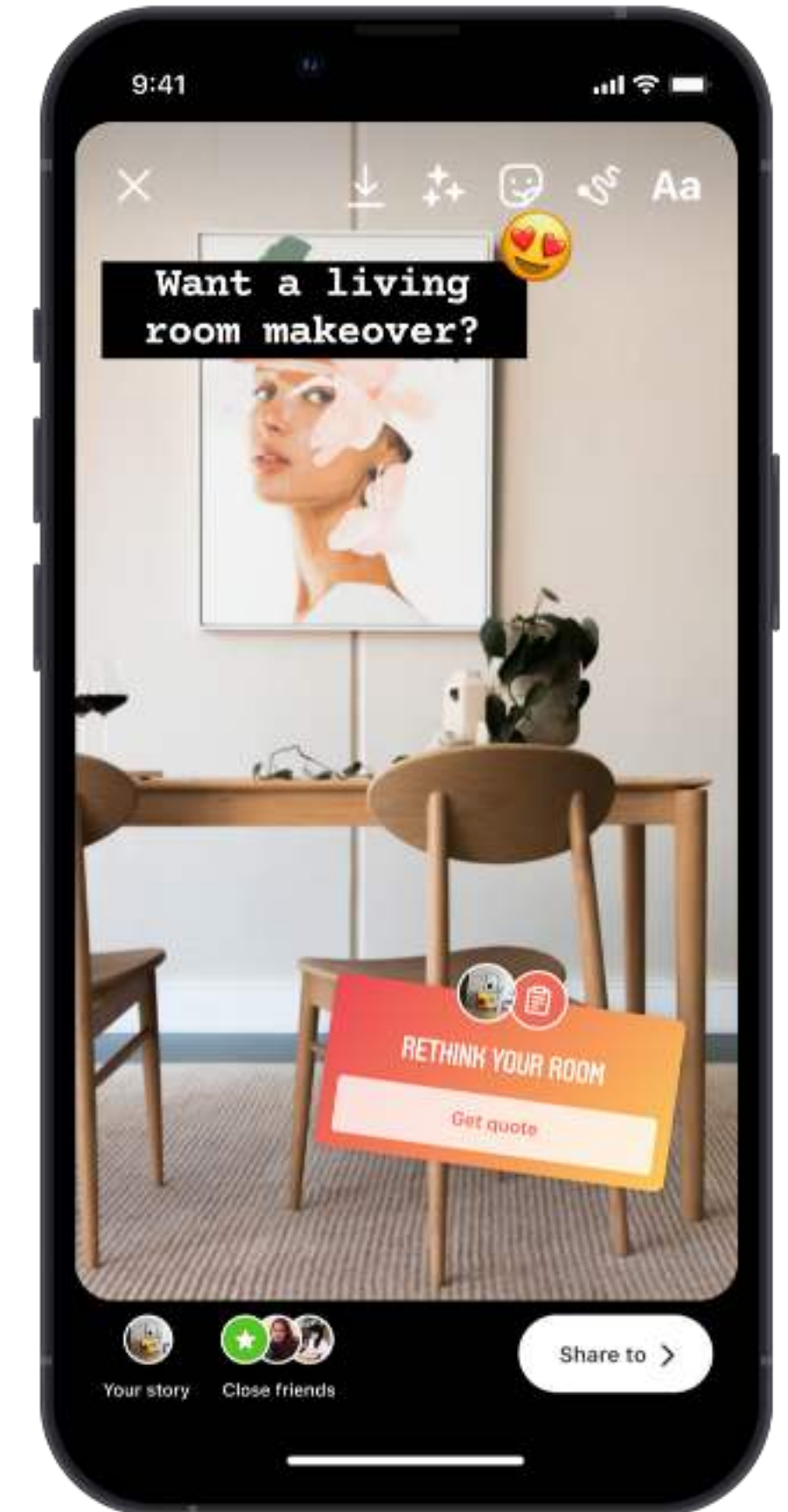
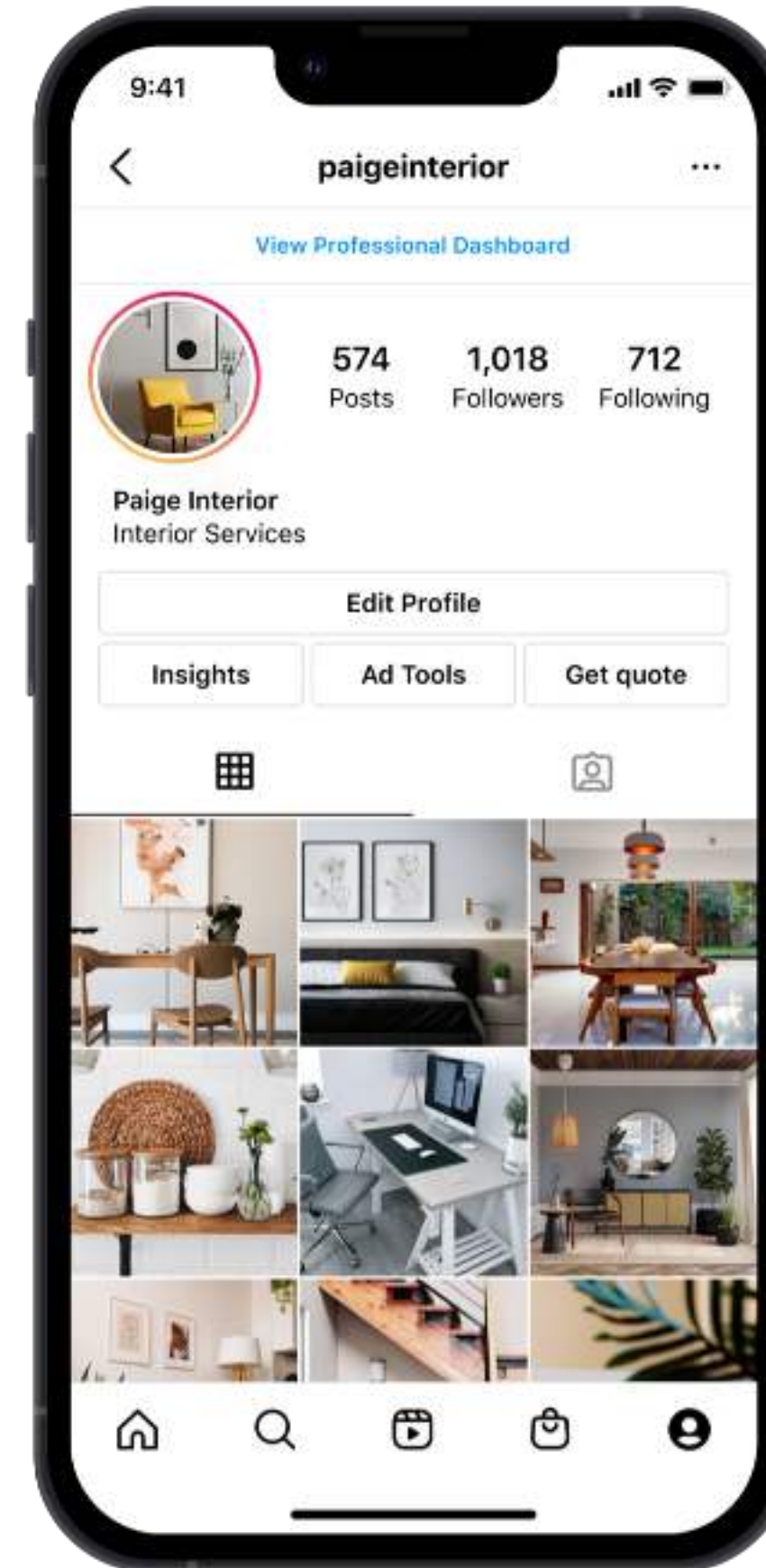
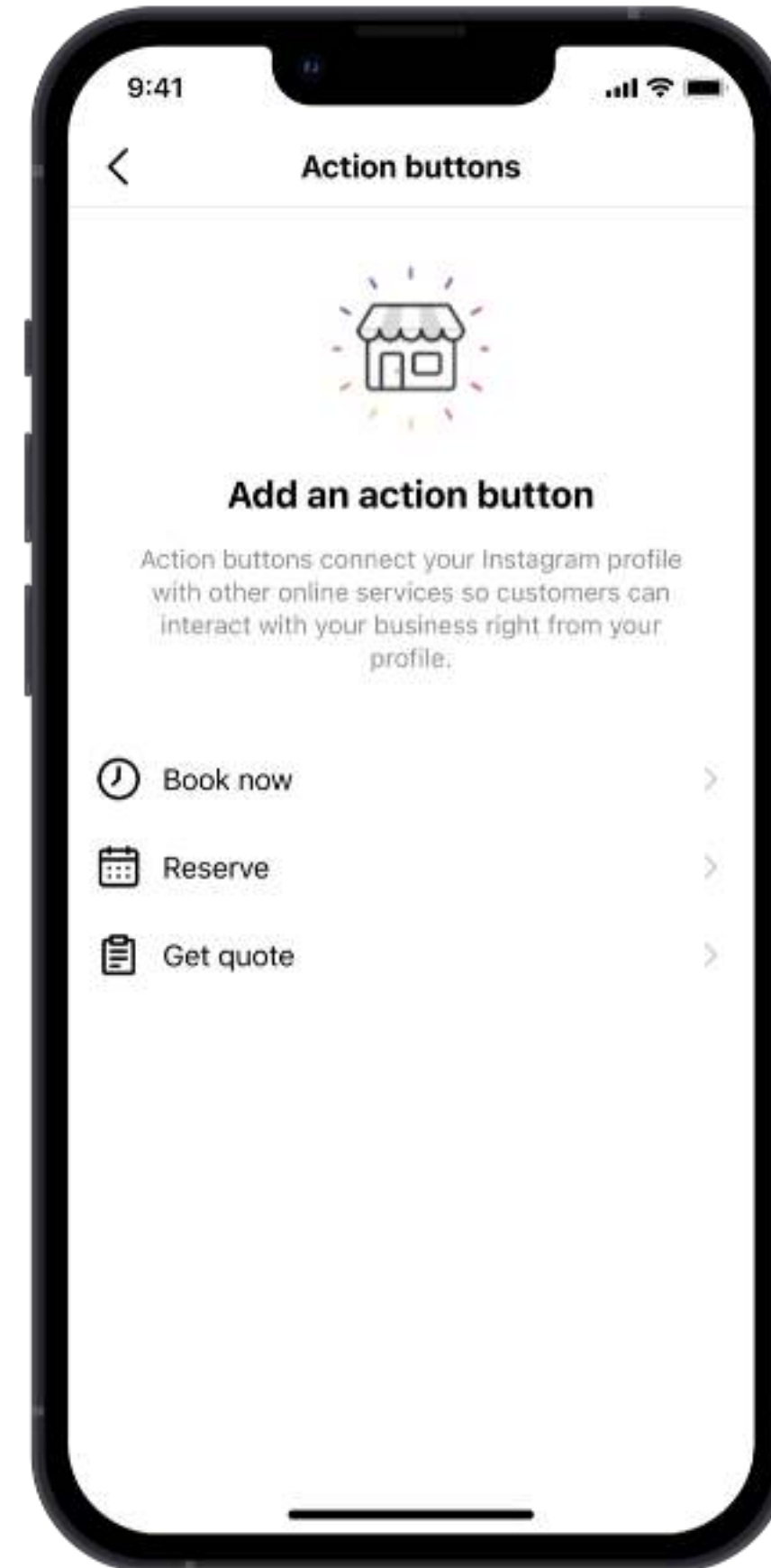
Instagram

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



TLDR;

I've led development teams with over 40 engineers across multiple products and platforms. I currently manage a cross-functional team of eight — including 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 am open to opportunities where I can leverage over a decade of experience in product management and design functions to lead cross-functional teams and drive innovative product strategies.

Please do not hesitate to reach out if you have a new opportunity, need advice, or simply want to say, "Hello!"

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Web jony.io