JD Jonathan De Heus
Product Design & UX Lead

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About Me

I'm a results driven senior product designer with over 10 years of extensive expertise in crafting intuitive, user-centric digital experiences. Proficient in leading cross-functional teams, I have a proven track record in unifying a companies UX and product vision, and then designing innovative interfaces that enhance user satisfaction and drive business goals. I've worked in fields such as oil & gas, finance, and healthcare where I've focused on distilling data complex experiences into actionable metrics. Let's talk about how I can help achieve your UX goals!

Experience

UX Lead / ONEngine   Jan 2024 - Current
REMOTE

- Mentor junior product designers through 1:1s, personalized coaching, & collaborative skill-building sessions such as weekly design reviews.

- Work with product owners to develop requirements for various features & ensure that other product designers understand the given requirements.

- Lead the development and refinement of wireframes, high fidelity mockups, and interactive prototypes for various features.

- Utilize participatory design during stakeholder meetings in order to get increased buy-in & get real time feedback on designs.

- Identify opportunities where AI can be utilized to benefit both the business and the end user.

Sr. Product Designer / Omnicell   Nov 2021 - Nov 2023
REMOTE

- Directed the comprehensive redesign of a complex data visualization heavy healthcare SaaS product vertical that resulted in a 50% reduction of unnecessary charts on the homepage.

- Advocated for a clear product vision by pushing leadership for a vision, drafted a vision statement, & then sought alignment with product and engineering before designing the solution.

- Cultivated strong relationships with product & engineering teams, leveraging these connections to lead roadmap planning activities.

- Designed & documented requirements for design system components.

- Mentored junior product designers through 1:1s, personalized coaching, and collaborative skill-building sessions.

Product Designer / Ford Credit   Jul 2019 - Nov 2021

DETROIT, MI

- Managed the complete redesign of Ford Credit's customer portal, Account Manager. Employed techniques such as participatory design sessions, & interactive comparison tests to enhance the Account Manager experience.

- Designed and led quarterly courses for emerging product designers, covering fundamental Sketch and InVision techniques.

- Led design thinking courses for cross-functional groups, guiding users through research, synthesis, prototyping, & iterative testing processes.

Skills & Tools

- Affinity diagramming
- Contextual inquiry
- Paper prototyping
- Personas
- Screen flows
- Survey creation & analysis
- Usability testing
- User interviews
- Wireframing

- Project management
- Building cross functional partnerships
- Presenting concepts & communicating ideas
- Career mentorship
- Workshop facilitation
- Developing feature roadmaps.

- Figma
- Sketch
- Axure
- Balsamiq
- Flinto
- Qualtrics
- UserTesting/UserZoom

Industry Employment

- Healthcare
- Automotive
- Finance
- Oil & Gas
- Facility Management

Education

- MS, University of Michigan
  - Human Computer Interaction

Full Employment History

- ONEngine   Jan 2024 - Current

- Omnicell   Nov 2021 - Nov 2023

- Ford Credit   Jul 2019 - Nov 2021

- Ford Mobility/Ford AV   Jan 2018 - Jul 2019

- Bosch   Apr 2017 - Dec 2017

- GreenLancer   Jun 2016 - Mar 2017

- GE Oil & Gas   Aug 2014 - Jun 2016