



JONATHAN LYNCH

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Who Am I?

- User-centered designer with SaaS product, communications, and marketing experience
- Currently heading up marketing for product, business dev., and channel partnerships
- Most recently led product content design and business process improvement initiatives
- I believe Design Thinking principles apply at all levels of an organization

Accomplishments

v1 Product Releases:

- Communicate Cloud (content delivery platform)
- AutoSpark (After Effects extension / tool)
- GSDAM (asset management system)

Design / Content:

- Led the design for hundreds of explainer video templates, in dozens of visual styles, facilitating 10,000+ successful deployments annually
- Implemented custom tools and processes to cut production times by 40%

Marketing:

- Improved funnel traffic & pipeline efficiency
- Increased inbound channel partnership inquiries
- Led creation of a direct-to-consumer sales model

Skills

Product Management	✓	Product Design
User-Centered Design	✓	Visual Design
Agile Development	✓	Motion Design
UX Research / Testing	✓	Web Design
Business Process Design	✓	Copywriting

References

Shannon Peavey, Director of Product Content
sepeavey@gmail.com | 818.397.2291

Rachel Henke, Product Manager / Product Design
rachelhenke@gmail.com | linkedin.com/in/rachelhenke

Banafsheh Zokai, Senior Product Designer
bzokai@gmail.com | linkedin.com/in/bzokai

Sarah Leavitt, Product Manager / Content Strategy
sleavitts@gmail.com | 415.279.7656

Work Experience

Click Mortgage

Marketing Manager

Oct 2018 – present, San Diego, CA

- Brand development & evangelism
- Business development strategy and support
- Media strategy and implementation
- Sales staff and partnership support
- Creative direction - media, program initiatives
- Visual design, filmmaking, web development

GuideSpark, Inc.

Sr. Designer / Manager - Product Design

Mar 2016 – Feb 2018, Redwood City, CA

- Lead team of four designers
- Develop CaaS content
- Identify user personas and use cases
- Prototype new user-facing products and features
- Research and test product features
- Develop internal tools and processes
- Visual development of SaaS product content
- Video art direction and head of story
- Business process design and documentation
- Documentation and training
- Participate in product innovation initiatives

Senior Designer, Product

Aug 2015 – Mar 2016, Menlo Park, CA

- Collaborate with writing, content strategy, and animation teams to create explainer content
- Lead product content brainstorm sessions
- Spec/design visual assets for automated rendering
- Develop product visual styles and documentation

Product Designer

Jun 2014 – Aug 2015, Menlo Park, CA

- Develop animated video template content
- Brainstorm for content (VO script and design)
- Product planning, design, and implementation
- Inform product roadmap and features

Motion Designer

Apr 2013 – Jun 2014, Menlo Park, CA

- Motion design, animation, illustration
- Collaborate with a team on custom explainer videos
- Capture clients' unique brand and employer voice

myContactCard

Graphic Artist

Nov 2008 – Apr 2009, Henderson, NV

- Visual design / illustration / production design