Jeff French

Product Design Lead with experience growing early-stage products by bringing together systems thinking and experimentation with highly collaborative teams.

Experience

Dropbox, 2019–2023

Product Design Manager, 2022–2023

- Led design team expansion, doubling capacity, to better support a growing set of objectives, and more user-centric solutions.
- Drove design integration of DocSend into Dropbox's core product, achieving buy-in from CEO and leadership, managing product designers across parallel short and long-term workstreams, with a successful v1 delivery.

Senior Product Designer, 2019–2022

- Prioritized creative and lightweight design solutions, including marketing growth efforts, that grew ARR from $200K to $1.5M and improved ROAS by 10x within 2 years.
- Led a redesign for the form builder, including user research and workshops, resulting in 50% conversion improvement for monthly active users.

HelloSign, 2017–2019

Senior Product Designer

- Designed the HelloWorks form-builder and customer portal from the ground up, collaborating with a small product team to deliver a freemium model with 100+ new accounts, monthly.
- Created and iterated on a design system and component libraries for HelloSign and HelloWorks products, resulting in improved design consistency, accessibility standards, and improved designer/developer productivity.

Additional

WellnessFX, UI/UX Designer, 2011–2017

Change.org, Web Designer, 2009–2011

Skills

- Product strategy
- Leadership & mentoring
- User journeys & flows
- Design systems
- Prototyping
- User research
- Quantitative testing
- Usability testing

Education

New York University, The Gallatin School of Individualized Study
B.A. Individualized Study, Visual Arts & Design

---

(917) 860-9864 · jeff@jwfrench.com · jwfrench.com