Jeremy Borthwick

PRODUCT DESIGN • CREATIVE DESIGN • UI/UX

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EXPERIENCE

Ten Percent Happier, Head of Product Design: Nov 2017 – Jul 2023

- Shipped impact-driven, human-centered designs across mobile apps, tablet, and web by working closely with product, engineering, and content teams.

- Collaborated closely on product strategy as an early employee and only designer for years, helping shepherd product-led growth from 5,000 to over 100,000 paying subscribers.

- Helped launch and iterate on new business units, such as *Happier Live*, an upmarket membership tier for private and group video sessions with mindfulness teachers.

- Analyzed user metrics to determine new product opportunities and measure the success of strategies and feature launches.

- Recognized by Apple numerous times as App of the Day, Trending App of the Year, and powers Apple's internal wellness challenge each year.

MapQuest, Senior Product Designer: May 2016 – Sep 2017

- Mapkin was acquired in May 2016. Created prototypes for new verticals and helped port Mapkin to a mobile navigation SDK.

Mapkin, Lead Product Designer: Nov 2014 – May 2016

- Led product design on a 5 person team that bootstrapped a friendlier GPS navigation app. Acquired by MapQuest in 2016.

- Crafted both the App design and KITT, the core navigation rule-set that let Mapkin give more natural voice guidance.

BEAM, Art Director, Director of Product Design: Sep 2005 – Nov 2014

- Led design and product strategy on projects for national brands such as: MINI, Harvard Magazine, Fidelity, and Saucony.

- Worked closely with clients and development teams to honor creative and UX goals while balancing scope, schedules and sanity.

Crispin Porter + Bogusky, Designer: May 2005 – Sep 2005

- Crafted designs and guerrilla marketing for Coke Zero, Burger King, Gateway and more for CP+B in Miami.

EDUCATION

Ringling School of Design, BFA with Honors — 2001–2005

Graphic and Interactive Design, Photography Minor