

Jeremy Borthwick

CREATIVE DIRECTION • PRODUCT DESIGN • UI/UX

617-777-0282

jborthwick@gmail.com

jborthwick.com

266 Lamartine St #1

Boston, MA 02130

EXPERIENCE

Ten Percent Happier, Head of Product Design — 2017–2023

- Led product and creative design for 5 years. Helped grow membership levels from 5,000 to over 100,000 subscribers through growth-centered design, multivariate testing, and humane design principles.
- Analyzed user behavior and multivariate test results to determine product opportunities and the success of strategies.
- Collaborated on product strategy and vision from the beginning. Employee number ten and only designer on the team for many years.
- 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 — 2016–2017

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

Mapkin, Head of Product Design — 2014–2016

- Led product design on a 5 person team that bootstrapped a friendlier GPS navigation app that was acquired by MapQuest in 2016.
- Crafted both the App design and KITT, the core navigation rule-set that let Mapkin give instructions like "Take a left at the light, just past the gas station." well before Apple and Google Maps.

BEAM, Director of Product Design, Art Director — 2006–2014

- 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.

KillScreen, Freelance Designer — 2010–2012

- Led digital design including core site redesigns, feature article layouts, and custom eBook versions of Kill Screen's quarterly magazine.

Crispin Porter + Bogusky, Designer — 2006

- Crafted designs and gorilla 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