Jeff Russell

Product Designer

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Product designer with 15+ years across consumer mobile, small-business payments, and enterprise SaaS. Designed fitness apps that reached 50K+ users in six months, mobile and web payment flows that improved conversion, and enterprise access control that drove a 200% increase in new users per account. Works end to end from discovery through delivery; builds working prototypes with AI coding tools and creates AI agents that bring customer insight into product decisions.

Experience

Honeycomb

Senior Product Designer, November 2025 – present

- Designed and shipped Anomaly Detection, a live feature that continues to expand, and own its evolution into Resource Catalog, a new product area spanning AI-assisted investigations.
- Built a working Resource Catalog prototype with Claude Code, mapped to three release milestones, that aligned PM, engineering, and leadership on sequencing and reshaped the plan; presented at a leadership review and company all-hands.
- Created a weekly AI digest of Gong calls and Dovetail research that surfaced a customer concern no other channel had caught.
- Developed a ticket-analysis agent that uncovered a long-standing customer request with 13 proposed solutions over four years and none shipped.

Fivetran

Senior Product Designer, April 2021 – May 2025

- Led design for role-based access control (RBAC), simplifying enterprise permission workflows and driving a 200% increase in new users per enterprise account.
- Drove creation of the company-wide design system, leading nine designers, setting governance, partnering with engineering on org-wide integration, and embedding accessibility standards throughout.
- Defined the end-to-end Connector SDK experience across documentation, product workflows, and the CLI, so customers could extend the platform with their own connectors.
- Used AI to accelerate user research and data synthesis, turning interviews and product data into themes that informed design decisions.

PaySimple

Product Design Lead / Product Team Manager, April 2020 – January 2021

- Promoted to lead product strategy across two product lines while managing one designer and three product managers, strengthening discovery and delivery practices across the team.

Senior Product Designer, February 2018 – April 2020

- Set design strategy for the payments platform while managing one designer, contributing to nearly 40% user growth and 31% year-over-year revenue growth.
- Used research and behavioral data to redesign mobile and web payment flows, improving conversion and retention.
- Created a design system that cut development time by 25% and kept web and mobile consistent.

Zen Planner

User Experience Design Lead, April 2015 – January 2018

- Designed and launched three mobile apps for business owners, members, and front-desk kiosks, reaching 50K+ users in six months.
- Set product design vision and long-term strategy, contributing to 39% user growth and sustained revenue gains.
- Managed one designer and introduced user-centered design practices through workshops and ideation sessions.

Aspenware

User Experience Design Lead, October 2013 – March 2015

- Led UX for the U.S. Olympic Committee website, including research, workshops, wireframes, and style guides.
- Managed a UI designer and ensured delivery met client goals, improving outcomes for high-visibility projects.

Pearson

User Experience Designer, April 2011 – September 2013

- Designed student- and teacher-facing LMS experiences in an Agile environment.
- Partnered with PMs, developers, and stakeholders to define requirements and deliver solutions.
- Worked with UX Research to uncover usability issues and improve outcomes through wireframes, mockups, and prototypes.