

John MacMenamin

Product Design/Design-Ops Leader




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15+ years leading successful UX/Product Design teams across diverse sectors. Implemented KPI-driven playbooks to accelerate design, unblock engineering, and drive innovation in fast growing startups. Excels in communicating design's value to stakeholders, mentoring, and aligning UX strategies with business goals. Proven track record in B2B enterprise SaaS environments. My passion for design craft and knowledge of business principles enables me to help teams deliver value even in complex software environments, growing product revenue and transforming customer experiences.

Proficiencies

Leadership & Vision · Roadmapping · Product Design · Team Recruitment & Mentorship · User Experience (UX) Design · Design Systems · Interaction Design · Wireframing & Prototyping · Accessibility & User Testing · Inclusive Design · Design Thinking · Product Management · GTM strategies · B2B / DTM / SaaS · Agile / SCRUM · Gen AI / ML · Planning & Coordination · User-centered Design · Visual Design · User Interface Design · Business Storytelling · Competitive Research · Figma · Spline · Adobe Suite · HTML / CSS · React.js · VSCode · Mixpanel · Framer · Miro / FigJam


Experience

 **Inworld.ai**
Head of Design - Gen AI Character and Voice Platform Microsoft, Nvidia Partners
11/2023 - Present

- Designed **30 product features** including [Multi-Agent Chat](#), [AI Fine-Tuning](#) and [Narrative Graph](#).
- Led design / development collaboration with **Microsoft team for AI-driven App/Game** at [GDC24](#) in SF.
- Delivered a UXR program handbook **saving -39%** in testing costs, while **improving CSAT score by 23%**.
- Partnered with marketing to boost engagement by executing a multi-phase **product rebranding** initiative.
- Enhanced Engineering/XFN ticket workflow by **+26%**, by shipping a new PD and system design process.
- Established and recruited **3 Design Pillars**: Product Design, User Experience Research and Design Systems.

 **Meta Platforms (Facebook)**
Design Architect - Family of Apps Facebook, Instagram, What's App, Workplace
02/2021 - 11/2023

- Led Messenger to FB Web reintroduction, boosting Revenue Per Visitor metrics by **+1.9% of 3.5b users**.
- Led 0-1 codename "**Lightweight Groups**" which got picked up and became the X competitor [Meta Threads](#).
- Improved UX of [AI Admin Assist](#) for FB Groups, helping admins onboard and manage their group members.
- Achieved **+80% adoption** of [V2 design system](#), raising efficiency for teams and saving **-1.73 mil lines of code**.
- Accelerated roadmap from **6 to 2 months** (Unified Composer, FB Groups Onboarding) via an optimized process.
- **Won FB Design rebrand**, deployed new identity at Facebook Design Summit and oversaw event art direction.
- Coordinated on the **Architects Counsel** to align XFN roadmaps, ensuring effective implementations.

 **Pegasus Product Design**
Founder - PegasusDesignSystem.com
Launched December 2020

- Designed a Figma Design System which was the #1 trending design system **selected as FigPick**. Used by **80K+ global users** and was tweeted out by Figma. Coached events at Friends of Figma - Kiev, Ukraine and Sri Lanka.

 **Bullish Capital**
Head of Design - Blockchain (EOS) Network / Exchange Google Block Producer Partner
01/2018 - 07/2020

- Helped scale global recruiting from **5 to 400 employees**, collaborating on ops strategy with HR, CTO and CEO.
- Established an Innovation Lab, guiding new (Voice, Bullish) concepts through gated testing to scaled launches.

- Led PM/UX strategy crafting the **200M ARR** [Bullish.com](#) trading experience with teams in Hong Kong/Singapore.
- Boosted Design System Lighthouse Accessibility score from **13% to 100%**, reaching WCAG 2.1 compliance.
- Increased app signups by **+25%** via landing page design sprint redesign and A/B testing.
- Presented EOS.js at [Global Hackathon Series](#), provided insights to EOSVC blockchain startups.



AIG

Principal UX Designer - FinTech Investments / Healthcare

11/2016 - 01/2018

- **Lifted Completion Rate by +23%** via a custom platform which suggests specific local availability.
- Achieved WCAG 2.1 [Accessibility Standard compliance](#), resulting in **9% traffic increase**.
- Implemented a [Design System](#) that reduced React.js engineering roadmap by **-27%**.
- Setup **collaboration tools saving -32%** in travel expenses and boosting **productivity by +15%**.
- Hosted internal Hackathons leading to 10 new design patterns and **3 successful POCs**.



SalesStaff

Lead Product Designer - B2B Demand Generation Platform

01/2015 - 11/2016

- Reduced sales **legal redlines by -80%** by launching an internal Sales app in three months.
- Spearheaded the formation of an internal product agency **saving -27%** over outside agencies.
- Collaborated closely with the DataScience division to pitch innovative business models.
- Partnered with CTO on implementing digital transformation from a sales to software platform.
- Mentored reporting design and marketing team members and evaluated new solution vendors.



WM

Senior UI/UX Engineer - Logistics & Recycling

11/2012 - 01/2016

- Crafted responsive design with parallax animations for WM.com, a site that receives **2M PIPM**.
- Designed [36 Machine Learning modules](#) resulting in a **+52% increase in new use signups**.
- Designed a custom Help Center micro-site on WM.com that **reduced support calls over -20%**.
- Unified five apps into a single customer service portal, reducing search time from **20 sec to 1 sec**.
- Improved loading speed via CDN compression, and A/B testing UX from **4sec to .6sec**.



Altered Studio

Founder - Creative Design Agency

07/2006 - 11/2012

- Delivered solutions from Fortune 500/International corps (3M, Nida-Core, LexisNexis), to industries including Real Estate, Healthcare, Legal, Manufacturing, SaaS, Sports and Advertising.
- Consulted with brands crafting brand identity, product design, enhancing conversion.

Education, Certifications, Speaking and Awards

- Indian River State College - Computer Science / Graphic Design
- Project Management Professional Training (PMTI)
- Winner of the Facebook Design "Brand Identity Competition"
- (2X) Webby Awards - Marketing campaign for Bullish, WOL Character- 8th Wall/Inworld.ai
- Spoke at "EOSIO Global Hackathon" Speaker/Mentor at Hong Kong, Australia, & London
- Speaker at Virginia Tech Campus "Women in Tech", "Blockchain for Humans".
- Podcast guest "Design Leadership" @ Better Tech, "Hostinger"
- Presented at GDC24 "Gaming Developer Conference" in SF. Featured in AI.mag on Gen AI