BRIAN JACKSON

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience designing digital products across SaaS, e-commerce, and connected mobile ecosystems. Skilled in end-to-end product design, user research, interaction design, and cross-functional collaboration with product and engineering teams. Known for simplifying complex workflows, improving product clarity, and delivering measurable user and business impact across web and mobile experiences.

PROFESSIONAL EXPERIENCE

Midas POS **January 2026 - Present**
Co-Founder *Atlanta, GA, USA*

- Co-founded an audience ownership and commerce platform combining membership hosting, websites, and transaction processing, growing to 20+ customers and $10K+ in transactions processed.
- Own product and design end to end, including strategy, positioning, UX/UI, and the design system, partnering with a technical co-founder on scope, feasibility, and build.
- Built customer discovery and feedback loops with early customers to identify their highest-value workflows, using those insights to reshape product priorities and refocus positioning around a “win one workflow first” strategy.
- Defined the core product experience across the site builder, memberships, and payments, translating customer workflows into requirements, flows, and specs for engineering.
- Created the design system and component standards behind the Midas site builder, and introduced AI-assisted design-to-code workflows (Claude Code, Figma MCP) to move faster from concept to production.

Wahoo Fitness **April 2025 - January 2026**
Senior Product Designer *Atlanta, GA, USA*

- Served as sole lead designer for shipped mobile-first product experiences, with supporting desktop web companion elements, focused on workout analysis, post-activity insights, and mental readiness.
- Partnered directly with product management to shape requirements and worked closely with engineering to define scope, timelines, and technical feasibility.
- Led the redesign of the Activity Details experience, creating a clearer flow that enabled immediate understanding while supporting deeper exploration of workout and performance data.
- Designed and launched a mental assessment feature for all users, expanding the product beyond physical performance tracking into a more holistic training experience.
- Improved customer engagement through redesigned post-workout experiences, contributing to a 15% increase in app revisit time, 30% increase in app usage time, and 110% increase in Activity Details page usage.
- Helped drive monetization through a sign-up flow tied directly to Activity Details, resulting in 500 new Pro account sign-ups in the first week.
- Designed for a connected fitness ecosystem integrating heart rate monitors, cadence sensors, power sensors, and cycling devices.

CommentSold **March 2021 - December 2024**
Senior Product Designer *Huntsville, AL, USA*

- Increased customer retention by 30% by leading design strategy and incorporating user feedback to improve the web and mobile experience for Videeo.
- Led heuristic evaluations and UX analysis to identify usability issues and influence product prioritization across cross-functional teams.
- Conducted user research, usability testing, and behavioral analysis to refine product direction and improve overall user experience.
- Partnered with product managers and engineers to align design solutions with customer needs, business goals, technical constraints, and execution timelines.
- Helped establish and scale a design system that improved consistency across product pillars and supported faster design execution.

Brandmovers **December 2013 - March 2021**
Senior UX/UI Designer *Atlanta, GA, USA*

- Led UX/UI and creative direction for high-profile accounts including MasterCard, Manchester United, and American Airlines, from concept through responsive web and mobile delivery.
- Art directed the MasterCard Loyalty Program, shaping the end-to-end member experience across web and mobile.
- Designed the company’s flagship product from discovery through launch, using user interviews, wireframes, and rapid prototypes to define the experience.
- Directed UX/UI for new business pitches, translating client goals into design strategy and presenting it directly to client stakeholders.
- Managed project scope, creative budgets, and freelance designers, partnering with developers to deliver through wireframes and high-fidelity mockups.

EDUCATION

Art Institute of Atlanta — *Bachelor's, Art* **May 2009 - May 2013**

SKILLS

Skills: Product Strategy, Product Discovery, User Research, Usability Testing, Interaction Design, Interface Design, Information Architecture, Design Systems, Cross-Platform Design, Accessibility (WCAG), Rapid Prototyping, Data-Informed Design, AI-Assisted Prototyping
Tools: Figma, Claude Code, Amplitude, HTML/CSS, Adobe Creative Cloud, Jira