



JEREMY ECCLES

VP DESIGN • PRODUCT + UX DESIGN LEADER

Product and UX design leader with 27 years of results-driven experience. I transform, build, and lead diverse teams of product designers, UX designers, visual designers, UX architects, UX researchers, copywriters, and design engineers to deliver products with user experiences that increase revenue, usage, and retention. The hallmarks of my teams are performance, engagement, resiliency, and growth.

PORTFOLIO + CONTACT INFORMATION

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EXPERTISE

Design Leadership

Product Design

User Experience Design

User Interface and Interaction Design

UX Architecture

UX Research

Design Systems

Visual Design and Look Development

Mobile Strategy, Design, and Execution

Virtual and Augmented Reality

Mentoring and coaching

Executive, Company, and Team Leadership

Business Growth and Entrepreneurship

Product Management

Agile, lean UX, and scrum

Business/Enterprise Software UX

B2B, B2C, and B2B2C UX

Emerging Technologies and Innovation

Equipping and empowering

Leading with Trust, Compassion, Stability, and Hope

SELECTED ACHIEVEMENTS

Led design vision and execution for Prezi Video—a premier tool for enhancing engagement in remote and hybrid meetings. Transformed it from an unusable proof of concept to an award-winning product, while rebuilding Prezi's design department, measurably increasing performance and quality of work.

Co-founded, directed, grew, and sold a mobile app development startup, consistently doubling revenue year-over-year, while maintaining a 30% profit margin. Led design, front end engineering, and business development to bring more than 40 new mobile apps to market in 5 years. Clients included Beats by Dre, Hallmark, and Fox Sports.

Led UX design to bring 9 new mobile apps to market for Cox Automotive and redesigned core mobile products for Autotrader, Kelley Blue Book, Vin Solutions, and Manheim, resulting in increased usability, usage, engagement, and retention.

Led UX design for the virtual reality research center at the Fraunhofer Institute for Media and Communication near Cologne, Germany. Produced 11 virtual reality experiences and tools in 5 years. Collaborated on virtual reality installations with Siemens, GlaxoSmithKline (GSK), André Heller, the Bonn Museum of Modern Art, and the Beethoven House Museum. Co-authored peer-reviewed papers on storytelling in virtual reality. Installed VR exhibits at CeBIT and other tech conferences.

PROFESSIONAL EXPERIENCE

Vice President of Product Design

Prezi, Inc. • San Francisco, Berlin, Budapest, Riga, Dublin, Kansas City (Remote) • 2020–2022

Recruited to Prezi as part of a new leadership team tasked with transforming the company and its products to improve performance, innovation, and mass adoption.

Directly managed Product/UX Design, UX Architecture, UX Research, Visual Design, UX Copywriting, and Design Systems. Rebuilt a more efficient design organization with increased performance and quality of design.

Created a Design Systems strategy and team, including engineering, that drove consistency, quality and efficiency throughout the Product organization.

Aligned Product Design and Brand / Marketing Design to function as a cohesive team. Together with the Sr. VP of Product Management, brought design into the center of PM.

Led the design vision and execution for Prezi Video, an innovative new product for remote and hybrid meetings and presentations. Refined a more usable user experience through quantitative and qualitative testing and research.

Contributed to company strategy and direction as a member of Prezi's HOX (Heads of X) leadership team.

Directed a global team of on-site, hybrid, and fully remote members across Europe and the Americas to deliver world-class design in a timely fashion.

Built Prezi's Berlin hub; hiring in Berlin and surrounding countries, and advising leaders on the intricacies of managing team members in Germany. Crafted the Berlin hub into a design center and recruiting tool that helped grow Prezi's employment footprint in Germany and Europe.

Mentored and trained designers. Raised up the next round of leaders and propelled individual contributors and managers forward in their careers, 2 of which were promoted to people management roles within 18 months.

Vice President of Design

Market Logic Software AG • Berlin, Germany (On-site and Remote) • 2018–2020

Led corporate strategy and direction as part of the Executive Leadership Team.

Directed all software design and the Design organization, including Product Design, UX Architecture, UX Research, Design Ops, and Design Systems.

Co-led Product Management organization, along with the CTO and Sr. Director of PM. Attracted and retained top PM talent. Set standards and processes for agile product delivery.

Mentored and trained designers, product owners, and product managers, expanding leadership development opportunities across Design organization.

Executive responsibility for delivery of all mobile solutions and platform UI solutions including reusable components and core UI elements.

Managed client relationships through sales and service visits, presentations, UX research, and design thinking. Worked with clients to develop the company's understanding of them and their needs to take a user-centered approach to software design, management, and development.

Created and led new initiatives, reducing custom development and bringing company software to scale.

Provided strategy and leadership to drive agile transformation within the company, resulting in measurable and on-going performance increases in delivery, velocity, and burndown charts.

Transformed agile teams to be tight integrations between PM, Design, and Engineering; following best practices where all members participated in sprint ceremonies, all efforts were tied to initiatives, and all work had tasks with story points—including product design and UX research.

Board Member

NorwegianBerries Holding AS • Kristiansand, Norway (Hybrid and Remote) • 2018–2019

NorwegianBerries is reigniting the wild berry industry in Norway by making a market where pickers are confident they can sell what they harvest and buyers are confident there will be adequate supply.

NorwegianBerries is the recipient of an Innovation Norway award and grant. In 2018 it created a market for 11 tons of wild berries harvested from Norway's forests.

Director of User Experience

Cox Automotive • Atlanta, Austin, New York, Philadelphia, Kansas City (Hybrid and Remote) • 2015–2018

Directed UX for agile release trains and delivery teams in five states.

Led UX for the Cox Automotive Mobile Group, delivering UX for 15 mobile apps in two years, 9 as innovative new products brought to market and 4 as ground-up redesigns of existing core products.

Organized and led a design system initiative that drove a common user experience and increased efficiency across ten disparate business units within the company. Led a team in the design, delivery, and implementation of the system through a bottom-up approach, gaining buy-in from all business units, teams, and leadership.

Mentored and developed UX designers, UX architects, and leaders. Grew two designers from junior/mid-level with no mobile experience to senior product designers for native mobile. They have gone on to becoming a UX architect and a VP of design.

Co-Founder, CEO

Rade|Eccles LLC • Overland Park, KS (On-site and Remote) • 2009–2016

Co-founded, directed, grew, and sold a mobile app development startup, consistently doubling revenue year-over-year while maintaining a 30 percent profit margin.

Concurrently managed short-term and multi-year projects across multiple verticals with budgets up to \$350,000.

Built fully-owned mobile and web products and delivered over 40 mobile apps for more than 20 clients, including Fox Sports, Hallmark, and Beats by Dre. Provided end-to-end delivery for clients, covering UX from conceptual design through information architecture, user flows, wireframes, high-fidelity mockups, asset creation, front-end iOS development, QA, maintenance, and support.

Spearheaded all aspects of UX and front-end iOS development for the company. Mentored and empowered technical team of designers, developers, and QA personnel.

Founder

Eccles Consulting, LLC • Kansas City, MO (Hybrid and Remote) • 2008–Present

Consulting and contracting with businesses in design leadership, org building, strategic transformation of teams and products, product design, user experience design, design systems, design ops, mobile, augmented reality, and virtual reality.

EDUCATION

Master of Science, Electrical + Computer Engineering

Iowa State University • Ames, IA

Thesis topic utilized AI to evolve virtual agents for enhanced user experiences in virtual reality; "An Evolvable Virtual Ecosystem: Applying Genetic Algorithms, Artificial Neural Networks, and Fuzzy Systems to a Virtual Environment"

Bachelor of Science, Electrical Engineering

Iowa State University • Ames, IA