



Jono Fox | Herxheim bei Landau, Germany | Open to remote or in-person roles within Germany | [jonathanlouisfox@gmail.com](mailto:jonathanlouisfox@gmail.com) | +49 175 6315082 | Portfolio: <https://jonofox.com> | LinkedIn: <https://linkedin.com/in/jonofox>

## SUMMARY

Product Designer with six years in product and nine before that as an Art Director. I specialise in developer experience, design systems, and making complex technical workflows feel approachable without stripping out what makes them powerful. I've worked on enterprise database tooling, regulated fintech platforms, and recruiting infrastructure. Usually brought in when the problem space is genuinely unclear and working that out is part of the job. Recently built an AI reference layer into a design system that lets AI tools generate on-spec UI without manual correction. Open to senior IC and design leadership roles, remote or in person within Germany.

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## EXPERIENCE

### Principal Product Designer

Aerospike — Remote  
Oct 2025 – Present

- Lead design for Voyager, Aerospike's first visual developer tool: guided onboarding, data browsing, a visual filter builder, and an embedded MCP server. Shipped publicly April 2026.
- In the first week of public preview, median time from connecting to a cluster to browsing the first record was 11 seconds.
- Built a structured AI reference layer into the design system so AI tools can generate on-spec UI without manual correction.

### Senior Product Designer

Aerospike — Remote  
Feb 2025 – Oct 2025

- Designed the Aerospike Cloud provisioning experience, getting clusters live in under 90 seconds across AWS and GCP.
- Flow completion exceeded expectations for a multi-step technical configuration. Abandonment was low, and validation errors declined steadily as the contextual guidance matured.

- Translated complex distributed-system logic into intuitive UI patterns, working closely with backend and platform engineering teams.

### **Senior Product Designer** (*titled Expert Product Designer internally*)

Workwise — Karlsruhe, Germany

Apr 2023 – Jan 2025

- Led design for candidate-facing and internal platforms. Introduced a new UX strategy and built a unified design system from scratch.
- Overhauled the Figma component library and integrated Storybook. Design-to-dev handoff got meaningfully better and faster.
- Ran usability testing cycles that directly shaped product prioritisation.

### **Senior Product Designer (Team Lead)**

Sygnum Bank — Zurich, Switzerland

Apr 2022 – Mar 2023

- First product designer at the world's first regulated crypto bank. Built team processes, design tooling, and critique culture from scratch.
- Delivered a cross-platform design system and UI/UX for institutional and retail crypto products.
- Simplified complex blockchain workflows for mainstream adoption without losing the depth that expert users needed.

### **Senior Conceptual Designer**

Publicis — Zurich, Switzerland

Aug 2020 – Mar 2022

- Art direction, UI/UX, and visual strategy for UBS across multiple product lines.
- Led concepting, prototyping, and campaign execution across multi-disciplinary teams.

### **Creative Lead**

Matter Design — Sydney, Australia

Aug 2019 – Mar 2020

- Led design direction across UX, UI, and eCommerce builds. Clients included Goodlife Health Clubs, Gillette, DNA Connect.
- Owned projects end-to-end, from pitch through delivery.

### **Senior Art Director**

CHE Proximity — Sydney, Australia

Jan 2019 – Aug 2019

- Led creative across digital pitches and branding projects. Clients included American Express, Samsung, ING.

## **Senior Art Director**

Equipe — Zurich, Switzerland

Jun 2016 – Apr 2018

- Multi-language, multinational campaigns for Heineken, UBS, Swiss Post, Zurich Insurance.
- Managed large cross-functional design projects and pitch work.

## **Art Director — Early Career**

Droga5 · Clemenger BBDO · Leo Burnett · Grey — Australasia & Germany

2011 – 2016

Art Director at some of the most awarded agencies in the world, working across Australasia and Germany on brand, digital, and product campaigns.

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## **AWARDS & RECOGNITION**

### **Awarded for creative and design work at:**

Cannes Lions · D&AD · The One Show · The Webby Awards · New York Festivals · Deutscher Design Club · AXIS Awards · AWARD Awards

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## **EDUCATION**

### **UX Upskill**

Hyper Island - Karlskrona, Sweden

Sep 2021 – Apr 2022

### **Diploma in Creative Advertising**

Media Design School - Auckland, New Zealand

Feb 2010 – Nov 2010

### **Diploma in Television Production**

Otago School of Media - Dunedin, New Zealand

Feb 2008 – Nov 2008

### **Certificate in Performance Jazz**

New Zealand School of Music - Wellington, New Zealand

Feb 2005 – Nov 2005

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## **SKILLS**

**Design Tools:** Figma, FigJam, Adobe CC, Sketch, MUI

**UX & Research:** User interviews, usability testing, journey mapping, wireframing, design systems, UX writing

**Systems & Frontend:** Design tokens, component libraries, AI-augmented workflows (Cursor, Claude Code, Codex), design-to-dev alignment, CSS logic, Storybook

**Other:** Agile, Jira, Confluence, Notion, PostHog, stakeholder workshops, technical discovery

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## LANGUAGES

**English:** Native

**German:** B1 (TELC Certificate)