

Greetings,

I'd like to take a moment to introduce myself.

I'm Jon Gifford, a design strategist and experience leader with over 25 years in communications and applied design — 20 of those in management roles, all of them hands-on. I've been deeply embedded in every part of the process. That includes top-level thinking for some of the largest brands; end-to-end ownership with extensive experience in CX, UX/UI, product, research, testing, documentation, and creating design systems.

I've helped build and market archetypal products and online properties for organizations as diverse as [Commonspirit Health](#) and [Arris](#). I have deep experience in Visual and Interaction Design. I'm a proven team leader, but I'm also an expert in doing stuff myself with Figma and AI. I'm used to gathering requirements and writing specifications. I've even created novel journeys and top-to-bottom Service Design Blueprints for Motorola, Kaiser Permanente, and Cigna, among others.

My clients have included some of the world's largest enterprises, along with countless B2B and B2C brands across many industries. My entrepreneurial drive led me to create then run an ethics-oriented AWS registered partnership and developer co-op for over a decade, where I was responsible not just for experience design, but also for contract management, cash flow, operations, and delivery.

I've worked my way up to VP of Digital Experience at a Philadelphia agency — delivering pitches, products, and measurable results, all while running two businesses. Right now I'm looking to focus my efforts on a single brand where I can make an outsized impact, and perhaps streamline my work life a bit.

Outside of work, I'm a father of three, and an avid outdoorsman. I've lived all over the world, including New Zealand, Brazil, and the Netherlands — and I bring that global perspective to everything I do.

If you think there's alignment, I'd love to talk. [In the meantime, I invite you to visit my site.](#)

Regards and thanks,

A stylized, handwritten signature in black ink, appearing to read 'Jon Gifford'.

Jon Gifford

PRACTICE LEAD

Eight25

2025

Long-term consulting. Part of a team assisting the parent company in retooling its approach to Creative.

CX STRATEGY DIRECTOR

Qualified Digital

2024 - 2025

Long-term consulting. Led agency creative team to strategize and execute multi-faceted CX initiatives.

DIGITAL EXPERIENCE

SiriusXM / Signature

2023 - 2024

Long-term consulting. Led agency team to support client objectives and build holistic design systems.

UX ARCHITECT

NAPA

2022 - 2023

Long-term consulting. Directed research, wrote requirements and led design teams for two marquee products.

CREATIVE DIRECTOR

Hero Digital

2021 - 2022

Long-term consulting. Helped pitch and win accounts. Directed Experience team activity and client engagements.

BUSINESS ADVISOR

Tailwind UI Kit

2020

Provided guidance for experience design, positioning and market strategy of new subscription-based UI product.

PARTNER

Furbaby Tracker

2018 - 2023

Co-founded custom software product to establish better end-to-end experiences for vet practitioners and pet owners.

CO-FOUNDER

Redsquare

2012 - 2024

Co-founded ethics-oriented, registered AWS consulting partner and affiliated developer co-op.

VP EMERITUS, DIGITAL EXPERIENCE

Signature Communications

2004 - 2025

Helped pitch, win, and manage all major accounts. Established end-to-end solutions for more efficient digital operations.

ASSOCIATE CREATIVE DIRECTOR

FlashPoint-DBC

1998 - 2003

Design team leader for agency creative department. Led broadcast, print, and digital projects.

SELECTED CLIENTS

AAA

American Heart Association

ARRIS

Audiovox

CHOP

Cigna

Crozer-Keystone

Deloitte

Ellucian

Essent Guaranty

GMAC

Google Mobility

Jensen

Kaiser Permanente

Medtronic

Motorola

NAPA

NASCAR

Oster

Pacific Western

Penn Medicine

Progressive

Raytheon

RCA

Siemens

SiriusXM

Sunbeam

Winn-Dixie

