

Greetings,

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

I'm Jon Gifford, a creative strategist and experience leader with over 25 years in experiential 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 end-to-end ownership and extensive experience in research, testing, and building design systems.

I've helped create archetypal products and online properties for organizations as diverse as [Commonspirit Health](#) and [Arris](#). I have two decades of interactive design experience — in UX/UI, Visual Design, and Interaction Design. I've spent most of my career as a manager and team leader, but I'm an expert in doing stuff with Figma and Make, too. My classical training as an agency Creative Director means I know branding in and out.

My clients have included some of the world's largest enterprises, along with countless B2B and B2C brands across industries. I also co-ran an AWS registered consulting partnership and developer co-op for over a decade, where I was responsible not just for UX and UI, but also for 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.

Outside of work, I'm a father of three, an avid outdoorsman, and a lifelong board sports enthusiast. 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.](#) There's a lot more work than that, as well. Please just let me know if there's something specific you'd like to see.

Regards and thanks,

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

Jon Gifford

## PRODUCT DESIGN LEAD

Confidential

2025

Lead designer working with engineering and science teams to design a better PaaS experience for this AI-driven CRM and sales tracking tool.

## PRODUCT STRATEGY

Eight25

2024 - 2025

Long-term consulting. Part of a team assisting the parent company in retooling its approach to design and deployment using modular, cross-domain design systems.

## PRACTICE LEAD

Qualified Digita

2023 - 2024

Long-term consulting. Led agency team in building holistic experiential solutions. Drove creation of service blueprints for Commonspirit, Cigna, and Kaiser Permanente.

## DESIGN DIRECTOR

SiriusXM / Signature

2022 - 2023

Long-term consulting. Led agency creative team to strategize and execute multi-faceted CX initiatives. Established optimization strategy for product roadmaps and interfaces.

## EXPERIENCE ARCHITECT

NAPA

2021 - 2022

Long-term consulting. Directed research, wrote requirements and led teams for two marquee products. Part of cross-disciplinary advisory group to create design system.

## SR. CREATIVE DIRECTOR

Hero Digital

2020 - 2021

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

## PRODUCT ADVISOR

Tailwind UI Kit

2020

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

## PRODUCT OWNER

Furbaby Tracker

2018 - 2023

Co-founded custom software product to establish better end-to-end experiences for vet practitioners and pet owners. Created archetypal designs for multiple versions.

## CO-FOUNDER

Redsquare

2012 - 2024

Co-founded ethics-oriented, registered AWS consulting partner and affiliated developer co-op/product ecosystem. Led operations/design teams for >10 years.

## VP EMERITUS, DIGITAL

Signature

2004 - 2025

Helped pitch, win, and manage all major accounts. Established end-to-end product solutions for higher quality and greater efficiency. Advisory role on as-needed basis.

## ASSOCIATE CREATIVE DIRECTOR

FlashPoint-DBC

1998 - 2003

Led agency creative department and pitched business. Delivered campaigns and solutions for print, digital, and motion media.

## SELECTED CLIENTS

AAA

Acoustic Research

American Heart Association

Audiovox

ARRIS

Booz Allen

CHOP

Cigna

Comcast

Crozer-Keystone

Deloitte

Ellucian

Essent Guaranty

Google Mobility

GMAC

Intenti.co

Jensen

Kaiser Permanente

Medtronic

Motorola

NAPA

NASCAR

Oster

Pacific Western

Penn Medicine Progressive

Raytheon

RCA

Stellantis

Siemens

Sikorsky

SiriusXM

Sunbeam

Virtua Health

Winn-Dixie