
Digital Product Executive / Head of Design / VP Product Design

As a seasoned digital design leader, I have a proven track record of building and managing design teams, driving product strategy, and fostering innovation in highly regulated industries.

Large Enterprise

- Built two globally-distributed teams of 55+ product designers, ux researchers, and content design consisting of Directors, Managers, and ICs
- Led the mobile and web design teams that defined the digital banking experience used by 70M banking consumers
- Directly influenced the experience for 37 million visitors on Xerox.com as Head of Global UX Design. Directly impacted \$200M in ecommerce revenue.

Agency

- Lead designer for Sony Playstation website launch; largest consumer product launch in history at the time
- Lead designer for Nike.com

Start-up

- 1995, founded and operated a creative web agency
- 2008, raised and appropriated a Series A investment to launch the Web's first social field guide for birders.

Awards and Recognition

- 2023 Frost & Sullivan New Product Innovation Award - Upwork
- 2014 CXPA - Innovations Award Winner
- 2009 Webvisionary Awards Finalist; Social Facebook Game

Key Skills:

Executive Leadership, E-commerce, Design Operations Management, Creative Direction, Workshop Strategy Planning and Facilitation, Design Strategy, Interaction Design, Interface Design, Product Strategy, Product Management, Transformational Change Management, Brand Development, and User Research

Senior Director, Payments Product Design - BILL.com, LLC

March 2022 - Feb 5 2024 (2 years)

Oversaw product design responsible for delivering \$400M in revenue. Built the product design team from 8 to 20 within my first quarter, with skilled directors and individual contributors. Drove a product quality program that reduced bugs by 80%. Delivered design job-leveling guides with new titles. Received recognition for modeling Passion, a company value and consistently achieved high employee engagement scores.

VP, User Experience and Design - Upwork

Apr 2020 - Nov 2021 (1.5 years)

At Upwork, I led product and content design, design systems, user research, and design operations, growing the team from 27 to 56 members. I established a board-approved 3-year product vision, started the content design team to enhance product competitiveness, and introduced a design operations team to improve efficiency. I implemented quarterly roadmap reviews for better alignment, transitioned 27 designers to Figma for improved satisfaction, and managed all design work in Jira for increased visibility.

VP, Design and Product Experience - New Relic

Nov 2017 - Mar 2020 (2.5 years)

Oversaw product design, tech docs, content design, and user research for New Relic. Grew the team from 19 to 55, cultivating a talented group of designers, writers, and researchers. Partnered with legal to secure New Relic's first design patent. Enhanced New Relic's customer-centric capabilities, incorporating on-site customer research techniques and rapid prototyping.

Director, Experience Design Team - Fiserv

Jan 2014 - Nov 2017 (3 years)

Oversaw digital banking Product Design teams responsible for Fiserv's mobile and browser experiences. Led the digital banking product vision, which was shared by our CEO during the 2015 Fiserv Investor Conference as a key growth initiative. Chaired an enterprise-wide UX center of excellence team and created our design language intended to unify design across our entire portfolio. Additionally, facilitated innovation workshops for our largest customers and business banking executives.

Experience Strategist - Cisco

Sept 2011 - Jan 2014 (3 years)

As a contractor on Cisco's brand team, we transformed Cisco's culture at the highest levels by defining Cisco's brand tone-of-voice, value statements, brand promise, and verbal ID. We launched the award-winning Brand Language Program. Selected to create and facilitate design thinking workshops for top marketing executives and agencies in Palo Alto, London, and New Delhi. Additionally, I wrote and edited Cisco's core value statements, showcased on all 70,000+ employee badges.

Additional experience and resources:

Personal site: <https://www.bjornhinrichs.com/>

Portfolio: <https://tinyurl.com/yb3kzv8>

Director, Marketing - Learning.com - Sept 2010 - Sept 2011 (1 year)

Founder & Head of Design - BirdFellow.com - Nov 2008 - Sept 2010 (2 years)

Manager, Global User Experience - Xerox - Oct 2001 - Nov 2008 (7 years)

Creative Lead - White Horse, Inc - Jan 2001 - Jun 2001 (6 mos)

Senior Information Architect - Organic, Inc - Jul 1997 - Dec 2000 (4 years)

Creative Director/Founder - OuttaSites - Jul 1995 - Jul 1997 (2 years)