

Jonathan Howe

Product Design Leader

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I'm a team leader experienced in both app development and e-Commerce. I balance customer needs with business objectives. I take product from ideation through implementation with a modern, AI-powered approach. Drawing from years of hands-on UX design, programming, and product management experience, I build teams people love to join, and products people love to use.

WORK EXPERIENCE

Beginly Health

05/2026 – Present

Head of Product

Provided Product Direction & Strategy for seed-stage startup Beginly Health, a clinician-centric healthcare recruiting platform that matches nurses, physicians, and allied health professionals with roles aligned to their skills, lifestyle preferences, and long-term career goals.

- Transformed the experience design process by incorporating Claude Code prototyping, resulting in improved product quality and faster iteration cycles.
- Led end-to-end product design across clinician and employer experiences, establishing UX standards, interaction patterns, and a cohesive design system that elevated clarity, trust, and usability across the platform.
- Conducted structured user interviews, workflow mapping, and heuristic evaluations to uncover friction points in clinician job-search behavior and employer hiring processes, translating insights into actionable product improvements.

Ushur

10/2024 – 06/2025

Director of UX

Led UX Design for startup Ushur's AI-powered Low-Code/No-Code Customer Experience platform, purpose-built for the insurance and healthcare sectors.

- Defined and executed a forward-looking UX strategy and vision, integrating AI-powered conversational UI to enhance product experiences.
- Designed wireframes, prototypes, and scalable design systems, delivering consistent, user-centric experiences across a multi-product ecosystem.
- Established design standards and championed emerging interaction design practices, promoting innovation through AI integration across a portfolio of B2B and B2C products.
- Designed zero-to-one launch of agentic AI platform in 2 months, empowering B2B2C customers to design and deploy their own intelligent agents.
- Defined north-star AI interfaces, using intelligent analysis of customer data to surface key insights and needed actions to users, reducing the effort and complexity of the UI.
- Evaluated and incorporated emerging technologies, especially new AI-based interactive design tools, in a rapidly changing environment, to scale the design team and improve collaboration among stakeholders.
- Designed Human-in-the-Loop (HITL) dashboard interfaces for monitoring AI agent performance and safety, using AI analysis to distill large amounts of complex audit data, assisting users in assuring compliance.

Blue Lantern Health

10/2020 – 02/2024

VP, Product & UX

Led a distributed team of UX Design, Product Management and SEO functions, building an online marketplace for insurance products from the ground up.

- Championed human-centered design principles, ensuring that user needs were at the forefront of product development while balanced with business needs.
- Implemented agile development and continuous improvement of workflows across Design, Engineering, and Product to enhance efficiency and quality.
- Set vision & strategy, performed research, created & communicated roadmaps, and defined metrics to build products in a complex, highly regulated environment.
- Prepared RFQs and negotiated contracts with vendor partners, nearshore development and recruitment agencies.
- Harnessed AI for content design and generation and custom user-tools for an organic search results boost of 300% in 3 months.
- Employed A/B testing and prototypes for experimentation and funnel optimization for sales enablement.

Cambia Health Solutions

11/2018 – 10/2020

Director of User Experience

Directed a team of UX designers, visual designers, and usability researchers for internal startup, Journi, an iOS/Android app & services platform created to help people navigate their health.

- Provided strategic design leadership and product vision for cross-functional projects, including development of AI-based chat support.
- Led usability research to validate and refine designs using qualitative and quantitative research techniques, including creation of benchmarks.
- Planned and synthesized research and insights, mapped customer journeys, led ideation workshops and design sprints, and created testable proofs of concept and prototypes.

Jaguar Land Rover

02/2016 – 11/2018

UX Team Manager

- Managed a team of 13 UX and UI designers to document and define in-vehicle user experiences by developing user stories, use cases, information architectures, and specifications.
- Designed the PIVI Pro infotainment system, a “massive improvement” (Car & Driver) that helped increase industry rating scores from 6.5/10 to 8.2/10 vs. the previous system.

Microsoft

07/2008 – 11/2015

Senior UX Manager

Managed and contributed to a 6-person team that developed prototypes, designed user experiences, managed the production process, and integrated design for unified communication tools Communicator, Lync SDK, Lync, Skype, and Skype for Business – the progenitors to video collaboration tool Teams.

EDUCATION

BA in Environmental Biology (major), Math (minor)

Colby College

Magna cum laude · Dean's List: 4 years · Phi Beta Kappa

Supplementary coursework in C++ and

JavaScript

Harvard Extension School

CERTIFICATIONS

Scrum Leader Certification

Scrum Alliance

Design Thinking Practitioner Certification

Luma Institute

AI Developer Certification

IBM

AI Product Manager Certification

IBM

SKILLS

User Experience Design: A/B Testing tooling (Optimizely, AB Tasty), AI Generation of Content, Design Research, Digital Design tooling (Figma, Adobe XD, Sketch), Facilitate Workshops, Generative Prototyping (Vercel v0, Lovable, ChatGPT), Monday.com Automation, Rapid Prototyping, Usability Testing and Test Design, User-Centered Design, User Journey Mapping, UX Content Direction and Editing, UX research tooling (UserZoom, Feedback Loop, LuckyOrange), UX Writing, Web Content Accessibility Guidelines (WCAG) compliance, Wireframing

Software Engineering: AI Prompt Engineering, Claude Code, C# Coding, JavaScript Prototyping in HTML, CSS, and Angular.js, Slack API Automation

Product Management: Agile Methodologies, AI Product Management, Analytics Tooling (Google Analytics, Hotjar), B2B, B2B2C and B2C products, Competitive Research, Development & Measurement of KPIs & OKRs, Jira Administration and Automation, Product Roadmap Creation, SaaS Product Development, Sprint Planning, WCAG Compliance

Management Skills: Career Development, Coaching and Mentoring, Design Management, Design Reviews, Ownership Culture, Performance Management, Presentations to Senior Stakeholders, Recruiting & Staffing Creatives