

Jonathan Haines

Design Leader for AI Products

Product and UX leadership · Design systems · Prototyping and motion

New York, NY · Remote or hybrid
347-678-1398 · hello@jonhaines.design
jonhaines.design · linkedin.com/in/jonathanhaines1

SUMMARY

Design leader with 10+ years in UX and product design, on products where trust is the feature: AI agents, fintech, health, and defense. I lead a design team at FBS and run UXcalibur, a design studio for regulated industries. I work across UX strategy, design systems, working prototypes, and motion, and I use AI tools to ship in production code instead of stopping at mockups. Along the way I've taught and mentored thousands of designers.

EXPERIENCE

FBS · New York, NY (Remote) June 2024 – Present
UX Design Manager (2025 – Present) · promoted from UX Design Lead (2024 – 2025)

- Lead the UX design function and a team of product designers, coaching each toward their next career step.
- Directed the end-to-end redesign of a web experience serving **300,000+ users**, from problem framing through launch.
- Set design and roadmap direction across concurrent workstreams, and built the design-to-development handoff standards now used org-wide.

UXcalibur Design, LLC · Remote 2022 – Present
Founder and Design Strategist

A design studio for regulated industries. I own each engagement from scoping through shipped UI.

- **American Express (2026)**: Designed the trust layer for an agentic sales system: interfaces that let sellers see what an AI agent was doing, know which signals to trust, and step in where it mattered, with autonomy granted per action type and an auditable trail. Both shipped.
- **ISI Defense (2024 – 2025)**: Sole design lead for v5.0 of a security and compliance platform for defense contractors: clearance-based permissions, multi-step approvals, Section 508 / WCAG 2.1 AA, and the design system the engineering team builds from.
- **Custom Ink (2022 – 2023)**: Built a design system and MUI component library and streamlined checkout, driving a **1.5% customer lift**.
- **AccentCare (2025)**: Redesigned the website of a national home-health provider for patients, families, clinicians, and referral partners, with accessibility as a first-class requirement.
- **Sidestep (2026)**: Designed a design system where everything moves, with specs that let AI coding agents choose the right component and motion. Concept to a documented, agent-ready system in under a month.

Tailorbird · New York, NY Mar 2022 – Apr 2024
Senior UX / Product Designer

- Unified fragmented features into one product dashboard for a B2B multifamily platform used by **26 of the top 50** U.S. real-estate owners.
- Led design of Renovation Wizard, a 0-to-1 tool that catalogs every element of a renovation, with PM and engineering.

Epiq · New York, NY May 2020 – June 2022
Senior UX / Product Designer (2021 – 2022) · promoted from UX Designer (2020 – 2021)

- Sole designer and researcher on AACER, a bankruptcy-data reconciliation platform for banks that replaced spreadsheets with an auditable workflow.
- Redesigned the AACER Analytics dashboard for financial-services clients.

Freelance · New York, NY 2021 – 2022

- **Pfizer, via Landor & Fitch**: Designed a coverage calculator with motion design that customers rated 4.8 stars.
- **Verizon**: UX design and research for the privacy team.

RECOGNITION

Top Voice

LinkedIn, User Experience Design (2023)

15K+

followers across LinkedIn and @uxcalibur on Instagram

TEACHING AND SPEAKING

Thinkful 2018 – 2022

Built nearly 10 UX webinars for 1,000+ students; top lead source for a Course Report top-15 program

General Assembly 2019

Memorise.ly 2023 – 2024

Cohort-based UX/UI course

UXDX talk: "Evangelizing UX at a Growing Company"

Podcasts: UX Growth Podcast, Frame by Frame, and others

SKILLS

- Design leadership
- Mentoring
- UX strategy
- Design systems
- Tokens
- Agentic AI UX
- Workflow design
- 0-to-1
- Prototyping in code
- Motion and interaction
- Research and IA
- Accessibility (WCAG 2.2, 508)

TOOLS

Figma, Claude Code, Cursor, React, Next.js, Rive, Blender, Framer, Webflow, Git, Vercel, Jira, Miro

PUBLISHED

Designing Financial Flows, a regulated-UX pattern library: KYC, disclosures, adverse action, consent, and accessible authentication

EDUCATION

Fordham University

B.A., Communications and Journalism

Academic scholarship