

# Jeremy Borthwick

PRODUCT DESIGN • PRODUCT STRATEGY • UI/UX

617-777-0282

[jborthwick@gmail.com](mailto:jborthwick@gmail.com)

[jborthwick.com](http://jborthwick.com)

266 Lamartine St #1

Boston, MA 02130

## EXPERIENCE

### **Meta, Product Design Prototyper: Mar 2024 – Present**

- Prototyped AI-powered local discovery experiences by optimizing the pipelines between Meta AI models and large, first-party, place datasets.
- Led design for modern turn-by-turn navigation experiences across mobile and wearable devices with cross-functional teams.
- Crafted blue-sky POEs for future-facing, map-centric, local experiences.

### **Ten Percent Happier, Head of Product Design: Nov 2017 – Aug 2023**

- Shipped impact-driven, human-centered designs by collaborating closely with cross-functional stakeholders across product, engineering, marketing teams.
- Leveraged nimble prototyping and flexible design systems to frequently ship skateboards instead of continually reinventing the wheel.
- Analyzed behavioral metrics to determine new product opportunities and monitor the success of product strategies.
- Designed and iterated on new business units, such as *Happier Live*, an upmarket membership tier for video chats with mindfulness teachers.
- Led designs recognized by Apple as App of the Day, Trending App of the Year, and powered Apple's yearly internal wellness challenge.

### **Mapkin, Lead Product Designer: Nov 2014 – Sep 2017**

- Led product design on a 0 to 1 launch of a friendlier GPS navigation app.
- Wrote the core rule-set that let Mapkin give more natural voice guidance.
- MapQuest acquired Mapkin after a successful launch. Afterward the team focused on porting Mapkin's DNA to a mobile navigation SDK.

### **BEAM, Art Director, Director of Product Design: Sep 2005 – Nov 2014**

- Led design and product strategy on an array of projects for national brands such as: MINI, Harvard Magazine, Christian Science Monitor, Fidelity, and Saucony.
- Worked closely with clients and development teams to honor creative and UX goals while balancing scope, schedules and sanity.

### **Crispin Porter + Bogusky, Designer: May 2005 – Sep 2005**

- Crafted designs and guerrilla marketing for Coke Zero, Burger King, Gateway.

## EDUCATION

### **Ringling School of Design, BFA with Honors — 2001–2005**

Graphic and Interactive Design, Photography Minor