John Imburgia.

Product design leader with 10+ years of experience across AI, growth, and complex platforms, from 0→1 strategy through scaled adoption.

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EXPERIENCE

2025–Now · 1 YR

Principal Product Designer
Arro Labs · Chicago, IL (Remote)

- Lead end-to-end product design for Scene+ Rewards, a 15M+ member loyalty platform, shaping strategy and roadmap decisions in close partnership with product, engineering, and stakeholder leads.
- Redesigned the Scene+ banking experience, lifting lead generation 190%.
- Prototype working product experiences directly in Claude Design, then bring the strongest directions into Figma for high-fidelity polish.
- Translate ambiguous business goals into clear product visions, detailed user journeys, experience concepts, and design priorities.
- Mentor senior designers across craft, product strategy, and career growth.

2022–'25 · 3.5 YR

Staff Product Designer
Shopify · Chicago, IL (Remote)

- Design lead on Shopify Tax from 0 to 1, setting the experience vision for a new merchant tax compliance offering now adopted by over 90% of eligible merchants (1M+ businesses).
- Designed agentic tax workflows with Shopify Sidekick, letting merchants choose guidance, decision support, or full task completion.
- Aligned product, engineering, and partner teams around a shared roadmap using research, workshops, and product data.
- Led a growth pod to millions in incremental revenue through disciplined experimentation and rapid iteration.
- Partnered with the Polaris design system team to apply shared patterns and contribute new ones.

2020–'22 · 2 YR

Lead UX Designer / UX Manager
Promoted from Senior UX Designer, Jun 2021
Level Ex (Brainlab) · Chicago, IL

- Scaled and led a cross-functional team of 6 (designers, researchers, copywriter).
- Redesigned universal registration across titles, lifting completion from 29% to 83%.
- Directed UX on 5+ mobile games and immersive medical experiences including Top Derm (4.9 App Store rating, used by 1 in 5 U.S. dermatologists).
- Partnered with NASA's Artemis program on astronaut health monitoring; led design for Remote Play, cloud-streamed medical training.

2017–'20 · 3 YR

UX Designer II
Promoted from UX Designer I, Nov 2018
Projekt202 / ORA Interactive · Chicago, IL

UX/UI and research: Smithfield Foods unified e-commerce design system, The Second City ticketing redesign, ADP national call-center rollout, and Advicent NaviPlan Essentials.

2015–'17 · 2 YR

Digital Marketing Supervisor
Promoted from Sr. Digital Marketing Specialist, Nov 2016
Symmetri Marketing Group · Chicago, IL

2014–'15 · 1.5 YR

Digital Marketing Consultant
Promoted from Digital Marketing Associate, Apr 2015
Logical Media Group · Chicago, IL

HIGHLIGHTS

>90%
of eligible merchants adopted Shopify Tax, 1M+ businesses

+190%
lead generation from the Scene+ banking redesign, 15M+ member program

+186%
registration completion from the Level Ex redesign, deployed across 5+ titles

+20%
ticket sales from The Second City redesign

CORE SKILLS

Product strategy & vision
AI product experiences
Growth & experimentation
Systems thinking
Design leadership & mentorship

EXPERTISE

AI-native product design & prototyping:
Claude Design, Claude Code, Cursor, and more
Systems & interaction design
Design system architecture
Analytics integration
Quant & qual research synthesis

EDUCATION

B.A. Arts & Media Mgmt
Columbia College
CHICAGO · MAY 2014

UX / UI Bootcamp
General Assembly
CHICAGO · FEB 2017