Jeff McMillioan
Design Leader

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I am an experienced design professional, driven to create exceptional product experiences. Occasionally known to fall on my sword, my experience is rooted in brand and product strategy, data-informed product design process, and strong UX+UI design foundations. I have built, mentored, and managed design teams and play extremely well with executive, marketing, product, and engineering peers.

Most importantly, I am a design advocate—convicted in the belief that elevated design gives a brand emotional influence in the market. If you're looking to elevate your product experience, let's connect.

Overview

Design Leadership

- Champion the design org and raise visibility of the discipline across the organization
- Excellent storyteller with ability to communicate high-level strategic objectives and vision
- Experience driving alignment with cross-functional stakeholders
- Good instinct with ability to see around corners and plan for the future
- Experience driving strategic initiatives that align with business goals and priorities

Design Management

- Excellent track record recruiting, retaining, and mentoring high-performing team members
- Influence, embody, foster, and celebrate team culture
- Experience guiding team processes, tools, and standards of quality
- Ability to drive quarterly planning and prioritization
- Experience driving end-to-end product discovery

Product Design

- Ability to define background and strategic fit for new features
- Experience leveraging quantitative and qualitative insights to frame feature definition
- Comfortable with end-to-end design process from problem framing to usability testing
- Excellent design fundamentals and highly proficient in Figma, Whimsical, Jira, and Confluence
- Impeccable attention to detail and fit and finish

Excellent professional references and case studies available upon request.

Experience

Lighthouse, Head of Design (Feb 2022 – Present)

Lighthouse is an apartment rental locating service that offers cash back rewards for renting. As the Head of Design and the founding designer, I am responsible for building a design function and elevating the overall quality of the product.

FloSports, VP of Design (Jun 2015 – Feb 2022)

FloSports is a live events and sports media company that serves fragmented communities and provides them with a platform to connect with the sports they love. As the VP of Design, I managed 8 designers and guided the overall design direction for the brand and marketing creative, websites, native apps, Apple TV and Roku apps, and in-stream event graphics.

Homeaway, Product Design Lead (Feb 2014 – Jun 2015)

Homeaway is the world's largest vacation rental marketplace. As the Product Design Lead for the Supplier side of the business, I was responsible for the product design of a suite of products that enable our customers to more efficiently run their rental business and maximize rental occupancy. Homeaway was acquired by Expedia and has since rebranded to VRBO.

Dell, Principle Designer (Jan 2012 – Feb 2014)

As a Principal Designer in the Experience Design Group, I was responsible for design direction on next-generation programs across the web and consumer software products, mentoring and energizing the design team, and elevating the level of design work across the studio.

Dialog Studio, Design Director (Jan 2008 – Dec 2011)

As a Design Director for a small design consultancy, I was involved in all aspects of the business. I was responsible for business development and acted as the primary client contact. I helped manage budgets, create project schedules, and allocate resources. I also managed and mentored a super talented design team and external development partners.

frog design, Sr. Designer (Jan 2005 – Dec 2007)

frog design is a global strategy and innovation firm. As a Sr. Designer, I was almost exclusively resourced on high-profile engagements that spanned large consumer websites, native mobile and desktop software, and television experiences. I was on a small team that was awarded a patent for the first card-based interface on a mobile device.