



# Jonathan Zweifler / Creative Director / Product Designer

## EXPERIENCE

### **CREATIVE DIRECTOR, X1 ENTERTAINMENT PLATFORM - XFINITY | COMCAST**

2015 - NOW

- Lead the product experience design for X1, Comcast's premium entertainment platform, across set-top, desktop, mobile, wearables, and partner devices.
- Deliver on a mandate to evolve in-market products, as well as define a tangible vision for the role of entertainment throughout the increasingly connected everyday lives of our users.
- Collaborate with company leadership to shape the strategy of new content capabilities, such as TV Everywhere, and new sources, including Over The Top providers, Subscription Video On Demand services, and short form creators/communities.
- Work closely with counterparts on the Industrial Design team to capitalize on the new interaction possibilities of touch and voice controls within the home at large.
- Personally recruited and run a team of 12 multidisciplinary UX and product design thinkers.

### **CREATIVE DIRECTOR, MOBILE PRODUCT INNOVATION - AMERICAN EXPRESS**

2012 - 2015

- Served in a strategic role for Commerce Innovation initiatives and led day-to-day creative direction within the consumer focused Mobile Products and Services team.
- Worked in partnership with Product and Engineering to spearhead the charge of modernizing American Express Membership through breakthrough mobile and experiential products.
- Recruited and built out an agile, in-house design practice spanning 10 full-time roles.

### **DESIGN DIRECTOR, PARTNER - OGILVY REDWORKS**

2011 - 2012

- Developed and acted as the creative lead for RedWorks MobileX, an offering that delivered branded mobile event experiences and digital publishing solutions.

### **ASSOCIATE CREATIVE DIRECTOR, PARTNER - OGILVY NEW YORK**

2010 - 2011

- Presented, defended, and sold-in campaign-caliber concepts to senior-level clients.
- Responsible for overseeing, training, and directing a team of junior and mid-level creatives.
- Directed photoshoots, animation, motion, sound edits, and experiential installations.

### **HEAD OF BRAND INTEGRATION - LIQUIDNET**

2009 - 2010

- Worked closely with company leadership to develop, integrate, and extend the Liquidnet brand across five continents and 39 equity markets.
- Structured and managed the Brand Integration Group, consisting of a team of eight creative and project management staffers.

### **ASSOCIATE CREATIVE DIRECTOR - THINC**

2007 - 2009

- Led a South America-based creative and production constancy virtually from NYC.
- Provided hands-on oversight of all aspects of production: print, interactive, and motion.

### **SENIOR ART DIRECTOR - OGILVYONE**

2001 - 2007

- Began as the Creative Assistant to the OgilvyOne Head of Design.

## EDUCATION

**PRATT INSTITUTE OF ART + DESIGN** Master of Science — Communication Design

THESIS PENDING

**NORTHWESTERN UNIVERSITY** Bachelor of Science — Radio/TV/Film + Communications

2001

## LET'S TALK

**EMAIL:** JONATHAN@ZWEIFLER.COM **CELL:** 917.239.5480 **PORTFOLIO:** SAMPLES AVAILABLE UPON REQUEST





# Jonathan Zweifler / Creative Director / Product Designer

## CORE SKILLS

**BROAD & DEEP UX SKILL SET:** Hands-on and management experience across the range of key user experience design practices. Deep understanding of iOS, Android, and Wearables interaction patterns, UI conventions, and design standards. Expert abilities with industry standard design and prototyping tools including Sketch, Invision, Flinto, and the Adobe Creative Suite.

USER CENTRIC SOLUTIONS

**AGILE/LEAN:** Thrive in fast-paced, iterative environments where regular user feedback is a critical part of the process, and excellence is demanded across multiple streams running in parallel.

ITERATE & ADAPT

**EXPERIENCE FRAMING & BRAND BUILDING:** Extensive experience in building brands, visual identities and comprehensive design systems, as well as positioning, story telling, and pitch-framing end user value of early-stage product concepts.

TANGIBLE VISION + STRATEGY

## PRODUCTS

- Xfinity X1 - Set Top Box
- Xfinity TV - Phone & Tablet
- Xfinity TV - Apple Watch
- Amex Mobile - v5.0, Phone
- Amex Mobile - Apple Watch
- Noted From American Express - Phone

- v1.55+
- v2.0+ | iOS, ANDROID
- v1.0+ | WatchOS
- v5.0 | iOS, ANDROID
- P.O.C. | WatchOS
- v1.0 | iOS MARKET TRIAL

## BRANDS

- American Express: Green, Gold, Platinum, Centurion, International
- Motorola; Cingular Wireless; AT&T Wireless; Time Warner Cable
- LG; Kodak; SAP; IBM
- DHL; OpenSkies; Delta SkyMiles; InterContinental Hotels Group
- Walmart; CDW; Fanatics; Scott Safety
- Miller Brewing; Imperia Vodka; VeeV Spirits; Tassimo
- Barclays Capital; Citizens Bank; BlackRock; Goldman Sachs; Jackson National Life
- Kaletra (Abbott Virology); Advair, AirCheck (GSK)
- American Red Cross

- GLOBAL
- MEDIA + TELECOM
- TECHNOLOGY
- TRAVEL + LOGISTICS
- RETAIL
- BEVERAGE
- FINANCIAL
- PHARMACEUTICAL
- PRO-BONO

## REFERENCES

- Graeme Fordyce, VP of Consumer Products & User Experience Design
- Darrell Whitelaw, Partner, President
- Mike Cahill, Chief Technology Officer
- Josh Seiden, Managing Director
- Andrew Ladden, Executive Creative Director

- AMERICAN EXPRESS
- SIBERIA.
- BOKU
- NEO
- OGILVY

## LET'S TALK

**EMAIL:** JONATHAN@ZWEIFLER.COM **CELL:** 917.239.5480 **PORTFOLIO:** SAMPLES AVAILABLE UPON REQUEST

