

George Penston

UX / PRODUCT DESIGN LEADER



I'm an experienced UX / product design leader with a passion for developing big ideas and then working with a team to make them a reality. I lead by inspiring people and encouraging collaboration to arrive at the best solutions. I have an extensive background in directing design and engineering teams to develop large-scale, web-based applications for desktop and mobile.

EXPERIENCE

Design Manager, Growth at **Pinterest**

May 2017 - present

- Manage a team of leads and product designers focused on the growth at various points in the user's lifecycle: new, activation, and re-activation.
- Work closely with the cross-functional team on product strategy, process, methodologies, and learnings.

Head of Product Design at **Flite (acquired by Snap Inc.)**

March 2011 - January 2017

- Managed a team of UX designers, product managers, and creative designers.
- Partnered with marketing and engineering to implement agile processes, tools, and methodologies for gathering qualitative and quantitative product usage.
- Led the product design and development of the Flite creative management platform—a set of web applications for designing ads, trafficking and managing ad campaigns, and reporting on them.
- Directed the product innovation for Velocity, an industry-first vertical video ad builder designed for marketers to easily produce video for Snapchat, Instagram, and Facebook.

Director of User Experience Design at **Widgetbox**

May 2006 - February 2011

- Effectively managed a team of user experience designers responsible for product design, UX mockups, along with visual and interface design.
- Coordinated the efforts across multiple products with product marketing and engineering. Instrumental in the successful growth of the Widgetbox web widget product offering as well as the release of the Widgetbox Mobile web app product.

Lead Interaction Designer at **Digitas**

February 2005 - February 2006

- Responsible for the interaction design and strategy components for a variety of retail and community-based projects.
- Lead architected the product website and upgrade advisor tools for Microsoft Windows Vista.
- Helped Safeway improve their online grocery shopping experience.
- Designed the kiosk user experience for Sephora's Beauty Insider loyalty program.

Sr. User Experience Designer at **Vignette**

May 2001 - November 2004

- Conceptualized, designed, and developed a comprehensive set of UI mockups for an entire enterprise-class application as well as core components found in the portal suite.
- Responsible for five major releases of the Vignette Builder product which included reviewing and collaborating on functional requirements, producing UX specifications, and participating in quality assurance.

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SKILLS

design leadership
UX / product design
product strategy
information architecture
usability testing
prototyping
HTML / CSS / JS
agile methodologies
brand strategy
identity design
web-based applications
responsive web design
mobile development

EDUCATION

Art Institute of Atlanta

Associates, Visual Communications

PUBLICATIONS

The Creative Director Role (As We Know It) Will Not Exist in 10 Years

AdvertisingAge 2016

Adobe Creative Suite 2 How-Tos

Adobe Press 2005

Creative Toolbox

CreativePro.com 2001 - 2004