JON BELL

JB@LOT23.COM
LOT23.COM

PROFILE

As a design leader with over 20 years of experience, I specialize in guiding cohesive user journeys across multiple digital products and services. Throughout my career, I've led teams, facilitated workshops, aligned stakeholders, and built cultures and processes to improve team performance and product quality. My passion for understanding and solving complex user needs through great research and iteration is the driving force of my career.

In my current role as the founding designer at Replay.io, a startup making a "time travelling debugger" for developers, I have overseen design and product development from day one. My responsibilities span hands-on design and coding, aligning internal stakeholders, conducting and synthesising user research, and driving a design culture. More recently, I'm driving R&D for our new root cause analysis tool, utilising AI alongside our core competency as a debugger to create a Root Cause Analysis product.

Previously, I've led design teams tackling complex challenges as varied as designing AT&T's default SMS app, fighting terrorism and abuse at Twitter, and leading the apps team for Windows Phone. I take pride in my ability to bring together multidisciplinary teams and partners to not just make a great product, but do it in a way that values and respects my stakeholders.

EXPERIENCE

FOUNDING DESIGNER, REPLAY.IO – 2020-PRESENT

I'm the first and only designer at Replay, a startup making a "time travelling debugger" for developers. I had the privilege of building Replay's product from a basic sketch into a real product with a happy and growing user-base.

My day-to-day work spans everything from hands-on design and coding to aligning internal stakeholders to conducting and synthesising user research to documenting our processes to building a design culture and driving our culture. It's a lot, all at once, and I love it.

SENIOR UX DESIGN LEAD, ALPHERO – 2017-2020

Design lead on a wide range of products in several different industries for Alphero, a multiple-award winning New Zealand agency. Special focus on strategy work, storytelling, research, design ops, and facilitating workshops.

STAFF PRODUCT DESIGNER, TWITTER – 2014-2017

At Twitter I led the team fighting harassment, terrorism, and abuse. It was some of the most complex and rewarding UX design work I've ever taken on. Prior to that, I worked on making Twitter work better in emerging markets. I also taught the official Twitter University class on UX design.

SENIOR UX DESIGN LEAD, MICROSOFT OFFICE – 2013-2014

I led the team that designed brand new versions of Word, Excel, and Powerpoint for mobile devices. Our team worked closely with the traditional Windows and Office teams to make a single, universal app that worked across all screens, at the time a first for Microsoft.

SENIOR UX DESIGN LEAD, WINDOWS PHONE – 2011-2013

I led the first-party apps team for Windows Phone, meaning we designed many default apps such as Mail, Calendar, SMS, Photos, Camera, and Internet Explorer. I took special interest in building up DesignOps for the team and running outreach programs in the industry to teach engineers how to design great apps using Metro, the Windows Phone design language.

UX DESIGNER, FROG DESIGN – 2008-2011

At frog, I worked from concept to final delivery as a cross-disciplinary interaction designer with a strong research bent. Notable projects not behind NDA: I led a redesign of mainframe security software, redesigned set-top TV software, and designed AT&T's default SMS application.

SIDE PROJECTS

UX LAUNCHPAD

In 2012, I founded a company that teaches design, and have taught its classes around the world.

DESIGN PLAY CONFERENCE

In 2014, I started a conference called Design Play, which lasted for five glorious years.

NEAR FUTURE FIELD NOTES

I write a quarterly publication about the near future, and lately it's been all about AI, as you can imagine.

SPEAKING ENGAGEMENTS

I've spoken at SXSW, IxDA, Creative Mornings, and plenty more.

EDUCATION

VICTORIA UNIVERSITY OF WELLINGTON, MASTER OF DESIGN
ART INSTITUTE OF SEATTLE, BA OF MULTIMEDIA & WEB DESIGN