

I'm a design leader who is passionate about crafting beautiful and intuitive products. I cultivate detail-oriented teams that use creativity to make products people love. We've successfully shipped some of the most ground-breaking tech products to hundreds of millions of customers, with deeply cross-functional design and development partnerships in agile environments. With 46 patents awarded, I've long sought innovative solutions to human problems through the intersection of customer empathy, brand value, beautiful simplicity and business results.

Nex — VP of Design

April 2019 - Present

In my role as VP of Design, I ushered in new processes for product excellence, cultivated creative quality, and built up a multi-disciplinary team across our US and Hong Kong offices. I built strong alignment with executive leadership, teams with stellar cross-functional ties, and redefined the company's consumer product and brand directions.

Highlights

Transitioned through a major pivot by successfully transforming a product design org into a game design studio, across our US and HK offices.

Led the business and product to massive growth in downloads (10-20X from previous highs) and engagement (2X sessions in 6 weeks versus 3 years).

Cultivated a culture of higher quality output where skill gaps existed by hiring external partners who augmented our company's abilities while accelerating our delivery.

Led the design of multiple product innovations, including the world's first digital training and assessment athlete tools to help the NBA discover talent across the globe

Implemented a product development and design methodology that streamlined our output and improved alignment with our engineering partners' agile workflow.

Rebranded the company with an internal team including key marketing executives to usher in a new frontier and align with our revised company mission.

Built a cross-functional program for evaluating the business strategy of our products and workstreams to ensure we reach our aggressive targets.

Led a partnership with Nike to develop ground-breaking digital sports-training experiences by merging our technology with their brand power. Results: +12.5% of 30-day retention, 26% average conversions to Nike.com, 41% of users signing up for Nike memberships.

JORGE FINO

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EDUCATION

Central Connecticut State University

Bachelor in Graphic & Information Design
— 2002

SKILLS

Leadership & Team Building, Product Design & Strategy, Human Interface Design, User Empathy, Branding, Inventing

PORTFOLIO

www.jorgefino.com ↗

PATENTS

Full list of 46 patents ↗

LANGUAGES

English, Portuguese

Google — Design Manager

September 2017 - March 2019

As Design Manager for Google Assistant I helped develop a more personal and elegant product experience, collaborated with key design leaders to establish frameworks for improving the team's output, assisted in org structure improvements, and defined innovative strategies for the overall product.

Highlights

Together with other key design leaders, we formalized a 3-stage review process to ensure the production and delivery of high quality product experiences.

Led the design of a uniquely personalized media playback experience inspired by users' listening behavior and formatted like a morning radio show.

Established a horizontally-focused team to help our vertically-structured teams advance their strategy on longer-term goals.

I helped a wide cross-functional team define and usher in a family-focused "graph" that allowed users to intelligently and intuitively manage their digital home life.

Pearl — Director of Design

March 2015 - June 2017

As Director of Design, I operated within the intersection of product development, customer experience, and brand strategy to foster a design-driven process and philosophy throughout the organization. To help with this, I established a multidisciplinary design team skilled in product design, human-to-computer interface, marketing, and branding to better ensure a cohesive application of our design principles while balancing business success.

Oculus (Meta) — Design Director

October 2014 - March 2015

Drove the advancement of interaction paradigms and experiences for virtual reality while simultaneously establishing the foundation of the Oculus brand.

Apple — Sr. Human Interface Designer

July 2008 - October 2014

Invented and shipped multiple generations of user interfaces for some of the most influential products during the company's historic ascension, including the Mac, iPhone, iPad, iPod, AppleTV & CarPlay.