

Josh Filan

New York, NY | 818-516-3343 | josh.filan@gmail.com | jshfln.com | linkedin.com/in/joshfilan

Product Design Leader with 15+ years of experience creating consumer products, ecommerce platforms, creator tools, subscription experiences, and content ecosystems. Specializing in information architecture, product strategy, growth experimentation, and customer experience, with a track record of simplifying complex products through workflow design, ecosystem thinking, and customer-centered solutions. Experienced leading teams and operating as a hands-on individual contributor, partnering with Product, Engineering, Research, Marketing, and executive leadership to drive measurable business outcomes.

STRENGTHS

Product Strategy • Information Architecture • User Experience Design • Product Discovery • Growth & Experimentation • Design Systems • Customer Journey Mapping • Prototyping • UX Research • Ecommerce • Mobile & Web Applications • Cross-Functional Leadership • AI Product Experiences • AI-Assisted Design Workflows • Platform Design

EXPERIENCE

Senior Product Designer

Blurb / RPI Print (Remote)

May 2025 – Present

- Lead UX strategy, information architecture, experimentation, and end-to-end product design across ecommerce, creator tools, publishing workflows, and growth experiences.
- Partner closely with Product, Engineering, Research, Marketing, and executive leadership to define customer problems, prioritize opportunities, and deliver scalable solutions.
- Drive navigation, discovery, onboarding, and monetization initiatives supporting millions of creators across Blurb and RPI Print.
- Lead workflow mapping, prototyping, usability testing, and experimentation efforts to improve customer understanding, activation, and conversion.
- Established scalable frameworks for SEO, AI-search visibility, and content-driven acquisition experiences across multiple product categories.
- Synthesized customer research, support tickets, usability testing, and analytics to identify friction points and inform product and acquisition improvements.
- Leverage AI tools including Claude, ChatGPT, and Figma Make to accelerate research, concept exploration, prototyping, and stakeholder alignment.

Senior Product Design Manager

The Infatuation / JPMorgan Chase (Remote)

May 2023– May 2025

- Led product design and UX research across The Infatuation's consumer ecosystem spanning mobile app, mobile web, editorial experiences, discovery, personalization, and membership experiences.
- Directed product strategy and experience design efforts focused on user retention, engagement, and conversion.
- Redesigned authenticated user experiences, resulting in a 30% increase in user retention and a 25% increase in conversion.
- Partnered with executive leadership, product, engineering, and editorial teams to define product direction and prioritize roadmap initiatives.
- Designed scalable engagement experiences, including newsletter and membership frameworks supporting audience growth initiatives.

Director of Product Design

Morning Brew (Remote)

December 2021 – March 2023

- Built and led the product design function across Morning Brew's portfolio of consumer products and media experiences.
- Defined product design strategy, operating processes, and long-term experience vision across the organization.
- Partnered with Product, Engineering, Data, and Executive Leadership to align business objectives with customer needs.
- Led user experience initiatives focused on engagement, content discovery, subscriber growth, and retention.
- Mentored and developed designers while establishing scalable systems for design quality and execution.

Product Design & Growth Consultant

jshfln (Remote)

January 2014– Present

- Advise ecommerce, marketplace, SaaS, and consumer brands on product strategy, customer experience, information architecture, growth optimization, and experimentation.
- Partner with founders and leadership teams to identify opportunities across acquisition, onboarding, conversion, retention, and monetization journeys.
- Delivered UX strategy, prototyping, product design, SEO content frameworks, and conversion-focused experiences for brands including Harper Wilde, Pepper, Herbalife, real estate technology platforms, and local service businesses.
- Built scalable acquisition and content experiences that balanced customer needs, business objectives, and search visibility.
- Utilize AI-assisted design workflows, rapid prototyping, and customer research to accelerate product validation and decision-making.

EXPERIENCE

Senior Product Design Manager / Product Design Manager / Lead

Product Designer

April 2017 – December 2021

Beautycounter - Santa Monica, CA

- Led product design across Beautycounter's ecommerce platform, iOS applications, consultant tools, subscription experiences, and internal business systems.
- Managed and mentored product designers while helping define the long-term customer experience vision across web and mobile.
- Redesigned checkout experiences across mobile, desktop, and app platforms to improve conversion and customer satisfaction.
- Led development of a design system supporting consistency across ecommerce and mobile applications.
- Designed consultant and sales enablement tools supporting a network of 50,000+ users.
- Increased average order value through the design of subscription and recurring purchase experiences.
- Partnered with Product, Engineering, Marketing, and Analytics teams to deliver data-informed customer experiences.

Lead Designer / Senior Designer

October 2014 – December 2016

The Honest Company - Los Angeles, CA

- Led UX, growth, and ecommerce initiatives across web and mobile platforms.
- Designed and optimized subscription experiences supporting recurring revenue growth.
- Contributed to navigation, checkout, and conversion optimization initiatives across key customer journeys.
- Partnered with Product, Marketing, and Engineering teams to improve customer acquisition and retention experiences.
- Helped evolve digital experience strategy during a period of rapid company growth.

EDUCATION

Master of Fine Arts - California State University, Long Beach

Bachelor of Arts - California State University, Northridge

TOOLS & TECHNOLOGIES

Figma • FigJam • Adobe Creative Cloud • Jira • Asana • FullStory • Optimizely • Heap • Hotjar • UserTesting • Google Analytics

AI & EMERGING TOOLS

Claude • ChatGPT • Figma Make • AI-Assisted Prototyping • AI-Assisted Research Synthesis • Generative Design Exploration