

Jonah Hall

Product Designer

& Founder



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SUMMARY

Product Designer and Founder with 18+ years of experience building and shipping products from 0→1 across startups and ventures. Known for translating complex problems into intuitive, user-centered experiences across mobile and web. Brings a founder's perspective to product design, balancing user needs, business goals, and execution realities. Experienced leading end-to-end design from concept through launch in fast-paced, cross-functional environments.

EXPERIENCE

Consultant / Product Designer & Front-End Developer

Oct 2022 - Present • Remote

- Owned UX/UI and front-end development across enterprise and small business products, including a legacy K-12 platform driving **5% YoY sales growth and 45% faster page loads** through full-site redesign and implementation. Leveraged AI to accelerate prototyping and delivery workflows.
- Delivered multiple end-to-end e-commerce builds generating **100%–500%+ revenue growth and "Best Seller"** performance across storefronts. Designed and integrated a custom booking system end-to-end.

Numio / Senior Product Designer

Apr 2020 - Sep 2022 • Remote

- Owned end-to-end UX/UI design for Numio, the first Ethereum Layer 2 mobile wallet app reaching **40k downloads, 4k MAU, \$8.3M valuation**.
- Defined product strategy through market research, stakeholder collaboration, and user feedback, prioritizing features and guiding roadmap direction.
- Improved wallet experience by synthesizing user feedback into iterative, data-informed design improvements, while establishing brand guidelines and ensuring UI consistency across product surfaces.

Hydrogen / Senior Product Designer

Sep 2018 - Jun 2019 • Remote

- Owned UX/UI design across a decentralized crypto ecosystem spanning dApp store, mobile payments and remittance apps, asset storage, and web platform.
- Partnered with engineers and product stakeholders to iterate on product direction based on user and business feedback, while establishing a product-wide design system and brand guidelines.

Shape5 / Co-Founder & Chief Product Officer

May 2007 - Aug 2018 • Remote

- Co-founded a Joomla and WordPress theme company and **scaled it to 300K+ users and a top-5 market position** during peak adoption.
- Owned product strategy, UX, design, and development, shipping bi-monthly releases cycles across **180+ templates and 22 plugins over 10+ years**.

SKILLS

Design

- Product Design
- User Experience Design
- User Interface Design
- Interaction Design
- Visual Design
- Prototyping
- Rapid Iteration
- Product Discovery
- Product Strategy
- Information Architecture
- Brand & Identity Design

Technical

- Figma
- Illustrator
- Photoshop
- AI-Assisted Design
- HTML / CSS / PHP / JavaScript

Collaboration

- Trello
- Slack
- Zeplin

RECOGNITION

Featured in *The Web Designer's Idea Book*, Vol. 1 & Vol. 2 — HOW Books

EDUCATION

Kaplan University / Purdue

Bachelor in Information Technology
Florida, United States

Aug 2004 - Jul 2007

- Built a scalable framework and design system enabling rapid customization and consistent experience across products.
- Drove growth through multi-channel acquisition (user feedback, affiliates, freemium distribution, email campaigns), while supporting developers, agencies, and end users.
- Led external engineers and collaborated with a designer partner, iterating on product direction and design execution across every release.

Joomanager / Founder & Chief Product Officer

Mar 2010 - Apr 2018 • Remote

- Founded and built a configurable Joomla plugin for directory and listing platforms, including the **first to support real estate MLS (RETS)**.
- Owned end-to-end product development (strategy, UX, design, engineering), directing delivery of a flexible, extensible platform across industries.
- Designed scalable data architecture and iterated based on user feedback and production usage.

Witmer Public Safety Group / Web Team Lead

Jan 2006 - May 2007 • Pennsylvania

- Led a team of 5 across design and development, driving execution for two high-traffic e-commerce platforms.
- Redesigned the UX and navigation, improving site performance, usability, and product discovery.
- Owned product presentation and email marketing initiatives, improving engagement and sales.