Stu McGibbon

PRODUCT DESIGNER

stuart@mcgibbon.com
stumcgibbon.com
(908) 442-0123
www.linkedin.com/in/stu-mcgibbon

EXPERIENCE

Jerry.ai
2023 —

Lead Product Designer

Sole designer leading product design across all core product areas, supporting 20+ PMs to drive growth, engagement, and quality at scale.

- Owned end-to-end design for core product areas (insurance, garage, telematics, policyholder) across native mobile + web, balancing speed and craft in a high-velocity, experiment-driven environment.
- Led major product revamps + 0-to-1 launches (including Jerry's first consumer AI product) to drive lifts in conversion, engagement, acquisition, and retention.
- Stabilized & evolved the design practice after a leadership transition; streamlined workflows, strengthened design system to raise product quality + consistency.
- Partnered directly with CEO + executive leadership to shape roadmap priorities, define success metrics, and align UX improvements to business outcomes.

PicnicHealth
2020 — 2023

Sr. Product Designer

Led design for Patient Experience + Growth, including flagship product launch of patient surveys platform, responsible for $10M+ in new ARR

- Led a team of 3 designers responsible for core patient experience, onboarding & activation, growth initiatives, and several new product launches.
- Conducted end-to-end redesign of patient onboarding to resolve key friction points, driving a 30% increase in conversion and reduced time to value.
- Led 0-to-1 design of the Patient Surveys Platform. Designed core UX across mobile + web, led user research + testing thru a strict clinical validation process.
- Increased survey completion rate from 19% to 80%, yielding significant lift in adoption by enterprise customers and driving $10M+ in new ARR over 12 months.
- Oversaw design + development of PicnicHealth's first enterprise app, a clinical research & data analytics platform currently used by 10+ Fortune 500 companies

IDEO CoLab
2019 — Present

Design Fellow

Multi-year fellowship with IDEO CoLab Ventures, exploring applications of emerging technology to address systemic challenges.

- Partnered with IDEO team + NGO clients in a series of design sprints to research, prototype & test applications of emerging tech in global health & sustainability.
- 1 of 25 Fellows selected from a pool of over 2500+ applicants.

Freelance
2021 — Present

- **Titan (2026) -** Overhauled activation UX, designed & integrated new habit loops for Titan's AI coaching platform, driving measurable gains in engagement & retention.
- **Plinth (2023-Present)** – Partnered with founders to clarify core value props + redesign their sales motion; defined branded partnership models and design new sales collateral to streamline the pipeline, and delivered major lift in conversion.
- **Enkasa (2021)** – As founding designer, led 0 → 1 design of Enkasa's real-estate platform across mobile + web; developed 1st design system + investor materials that supported a successful $3M seed raise.

EDUCATION

Carnegie Mellon University
Masters in Human-Computer Interaction (MHCI)
2018 — 2019

The Ohio State University
Cognitive Neuroscience (B.S.)

Design, Entrepreneurship & Innovation (Minor)
2014 — 2018

HONORS

IDEO Design Fellowship
IDEO CoLab
Nov 2019

Stanford University GSB Future Leaders Program
Stanford Graduate School of Business
Jun 2017

SKILLS

Product & UX Design
AI-Native Product Design
User Research & Discovery
End-to-End & 0→1 Product Design
Growth Design
Rapid Prototyping & Experimentation
AI-Assisted Prototyping
Interaction & Visual Design
Design Systems
Design Leadership
Product Strategy & Communication
Cross-Functional Collaboration
Figma | v0 | Lovable | Adobe
Claude Code | Cursor | HTML/CSS