

# JT Tenjack

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Product and design leader who scaled Replica from Alphabet research project to \$18M ARR through strategic product leadership, AI-enhanced workflows, and systematic design thinking. Expert in 0-to-1 product development, cross-functional team leadership, and transforming complex data platforms into user-centered experiences that drive adoption and business growth. Proven track record of delivering 100x user growth, operational efficiency gains, and sustainable competitive advantages.

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## Professional Experience

### Product Design & Strategy Lead

Tractics | Aug 2024 – Aug 2025 | Kansas City, MO

- Leading product design strategy and process development at pre-Series A SaaS startup, operating as acting Head of Product to guide strategic planning, roadmap execution, and cross-functional collaboration
- Built AI-powered product development tools that reduced delivery cycles by months, including custom GPTs for requirements generation and user feedback analysis
- Directed design system overhaul and phased rollout, reducing design-to-dev cycles by 40% and improving UI consistency across the platform
- Introduced structured requirements documentation, reducing feature delivery timelines by 30–50% and cutting post-dev rework by 60%
- Mentored and trained new PM with no product experience, enabling full ownership of roadmap execution within 2 months
- Implemented AI-assisted analytics setup (Mixpanel), freeing engineering from non-core work while providing first-time user behavior visibility
- Integrated systematic UX research and support feedback into planning, improving user engagement and team alignment

## Head of Design

**Replica (Alphabet/Google Spin-out) | Aug 2020 – Aug 2024 | NYC, Oakland, KC**

- Led product strategy that scaled platform from hundreds to 10,000+ users while contributing to \$18M ARR and profitability achievement by 2025
- Drove platform transformation from fragmented research tools to unified SaaS experience, contributing to 100x user growth and enterprise market expansion
- Built and scaled design function from scratch, defining product strategy, design systems, and cross-functional processes supporting sustainable business growth
- Delivered most-requested feature (Data Library) with 10x usage over any other platform feature, eliminating customer success bottlenecks and enabling self-serve workflows
- Developed and launched Replica Design System, enabling 40% faster development cycles and consistent user experience across data-heavy platform features
- Led platform redesign (Studio) unifying fragmented tools into cohesive experience that tripled active usage within 12 months
- Designed core product modules including Interactive Maps, Tables, and Charting Systems, balancing high complexity with clear usability for government users
- Partnered with leadership on product-market fit strategy and customer engagement, helping transition Replica from Alphabet spin-out to independent growth-stage company

## Design Director

**mySidewalk | Feb 2014 – Aug 2020 | Kansas City, MO**

- Led product design for civic data storytelling platform enabling government agencies to make data-driven policy decisions
- Designed comprehensive dashboard and visualization tools for non-technical users to explore, share, and act on complex community datasets
- Created internal and external-facing workflows for city planners, researchers, and public officials supporting evidence-based governance
- Managed cross-functional design team delivering user-centered solutions for complex civic technology challenges

## Creative & Design Roles (Prior)

**Barkley | MMGY Global**

- Directed and executed digital creative for major brands including Sonic Drive-In, Sprint, and Coleman

- Led creative strategy and execution across integrated marketing campaigns and digital experiences

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## Key Achievements

- Scaled platform from hundreds to 10,000+ users (100x growth) while contributing to \$18M ARR
- Delivered most-requested feature with 10x usage over any other platform capability
- Reduced development cycles by 40% through systematic design systems and AI-enhanced workflows
- Built AI tools that cut internal product process time down significantly through custom GPTs and automated processes
- Led platform transformation from research project to profitable enterprise SaaS serving government agencies nationwide

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## Core Skills

Product Strategy & Leadership: 0-to-1 Product Development • Product Roadmapping • Cross-Functional Team Leadership • AI-Enhanced Workflows • Strategic Planning • Market Validation

Design & Systems: Design Systems • SaaS Platform Design • Data Visualization • Complex Workflow Design • User Research & Testing • Prototyping

Technical Collaboration: API Design Partnership • System Architecture Input • Analytics Implementation • Performance Optimization • Scalable Platform Development

Business & Operations: Growth Strategy • Customer Success Collaboration • Process Optimization • Team Building & Mentorship • Stakeholder Management

Tools & Technologies: Figma • Mixpanel • Notion • Jira • Custom GPT Development • AI-Powered Analytics

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## Education

Bachelor of Science, Digital Media  
John Brown University

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## Personal Projects & Passions

I've dedicated 250+ hours to a 100-foot-long continuous drawing, built custom motorcycles and bikes, and played a 3-year D&D campaign with an 8-month finale. When I care about something, I dive all the way in by breaking things down, pushing boundaries, and learning through every crash and iteration.