## **JT TenjackProduct Design & Strategy Lead**

[Tenjack.com](http://tenjack.com) | jtenjack@gmail.com | 816.699.5553 | Kansas City, MO

Experienced design and product leader with a track record of transforming early-stage startups through strategic UX, scalable design systems, and cross-functional leadership. Proven ability to lead roadmap planning, drive clarity across product development, and deliver impactful, user centered solutions for complex, data driven platforms.

### **Professional Experience**

**Product Design & Strategy Lead
Tractics** | Aug 2024 – Present | Kansas City, MO
Leading product design strategy and process development at a pre-Series A SaaS startup. Operated as acting Head of Product to guide strategic planning, roadmap execution, and cross-functional collaboration.

* 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 a new PM with no product experience, enabling full ownership of roadmap execution within 2 months.
* Integrated systematic UX research and support feedback into planning, improving user engagement and team alignment.
* Facilitated weekly product syncs and release processes to improve visibility and reduce last-minute surprises.

**Head of Design
Replica** | Aug 2020 – Aug 2024 | Kansas City, MO
Led the product and design strategy for a geospatial analytics platform focused on urban planning and infrastructure.

* Built and scaled a unified design system to support product growth and dev collaboration.
* Conducted extensive user research and experience interviews to guide feature development.
* Delivered data-rich dashboards, workflows, and product features focused on personalization and usability.
* Managed a team of product and brand designers to unify product and marketing experience.

**Design Director
mySidewalk** | Feb 2014 – Aug 2020 | Kansas City, MO
Oversaw product and visual design strategy for civic tech platforms focused on open data access.

* Created a pioneering data storytelling platform enabling users to visualize and share insights.
* Launched the Data Library feature, which evolved into a standalone product.
* Established design systems for both product UI and marketing brand consistency.

**Associate Creative Director
Barkley** | Mar 2012 – Feb 2014 | Kansas City, MO
Directed digital creative for clients like Sonic Drive-In, Sprint, and Coleman Sporting Goods.

**Sr. Interactive Art Director
MMGY Global** | Mar 2010 – Mar 2012 | Kansas City, MO
Led design for immersive digital travel experiences including Namibia Tourism and Almond Resorts.

### **Core Skills**

Product Strategy • UX Design • Design Systems • Product Requirements • Cross-Functional Collaboration • User Research • Roadmap Planning • Team Mentorship • Design Leadership • Scalable Processes

### **Tools & Tech**

Figma • Notion • Mixpanel • Mapbox • Adobe Creative Suite • Miro • Jira • Agile Workflows

### **Education**

**Bachelor of Science, Digital Media**John Brown University