

Justin Thornhill

Design and Product Leader | Product Strategy, UX & AI Products

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Professional Summary

Design and product leader with 15+ years of experience connecting product strategy, design, and technology. I work across disciplines to identify opportunities, challenge assumptions, and turn ideas into products. At Socialive, I conceived and prototyped Catalyst, an enterprise AI video product that became the company's strategic direction. I lead teams and shape product vision while staying hands-on with design and emerging technology.

Professional Experience

Director of Brand and Product Experience

Jun 2021 – Present

Socialive | Remote

Lead product and brand experience for an enterprise SaaS video platform, reporting to the CTO. Expanded my role from marketing design into product vision, strategy, and go-to-market.

Product Vision & Strategy: Catalyst

- Conceived Catalyst, an enterprise AI video product, and built the first working prototype over a weekend. Buyer demos the following week led to verbal commitments and **first paid customers** before launch.
- Secured executive buy-in to make Catalyst the company's strategic direction. It opened new enterprise opportunities, contributing to **\$2.6M** in company pipeline in Q2 FY2026, including **\$1.6M** in new business.
- Formed and led a cross-functional team across product, engineering, and design. Partner with product leadership on strategy and requirements while directing the product's UX and UI design.
- Designed enterprise AI video workflows and governance controls for brand consistency and compliance. Led customer research, usability testing, and early-access feedback to guide product decisions.
- Directed naming, brand identity, competitive positioning, and go-to-market design. The soft launch at FutureProof Festival generated **170+ qualified leads and 60 sales opportunities**, exceeding targets. Early-access accounts increased monthly video output by **180%**.

AI-Native Design Operations & Prototyping

- Introduced AI-native, code-based prototyping across design and engineering, replacing static-first workflows with interactive experiences that accelerate validation and decisions.
- Reduced prototype creation from days to minutes, increased iterations per feature from 1–3 to 10+, and shortened design-to-decision cycles from weeks to one day. Connected design to production code, reducing implementation timelines to 1–2 days.

Design Leadership, Brand & Digital Experience

- Manage and mentor product and marketing designers, establish design standards, and oversee design systems across product, brand, and web.
- Led Socialive's website strategy, UX redesign, and migration to Webflow, improving information architecture, conversion paths, and content operations. Reduced bounce rate by **44%** and increased time on page by **46 seconds**.
- Evolved Socialive's enterprise SaaS brand across visual identity, messaging, motion design, and product storytelling to create a consistent customer experience.

Design Lead

Jul 2019 – May 2021

Walker Sands | Chicago, IL

- Led creative strategy, UX, and visual design across hundreds of B2B technology and SaaS projects, including work for Fortune 500 clients.
- Managed and mentored senior designers, overseeing creative direction, design critique, resource allocation, staffing, and team development.
- Presented brand, campaign, and digital experience strategies to client executives, aligning creative recommendations with business and marketing objectives.

Digital Marketing Specialist

Jul 2017 – Jun 2019

Fruth Group | Phoenix, AZ

- Led a visual brand redesign and developed integrated marketing experiences across web, social, print, and trade shows to strengthen brand recognition and support lead generation.

Earlier Experience

Production Designer

2016 – 2017

Shutterfly | Tempe, AZ

Graphic Designer

2007 – 2013

Phoenix Graphix | Chandler, AZ

Skills

Design Leadership & Strategy: Design Leadership, Product Design Leadership, Product Vision, Product Strategy, UX Strategy, Cross-Functional Leadership, Team Management, Mentorship, Stakeholder Alignment, Design Operations

Product Design & UX: 0-to-1 Product Development, AI Product Design, UX/UI Design, Design Systems, Interactive Prototyping, User Research, Usability Testing, Enterprise SaaS, Product Requirements

Brand & Go-to-Market: Brand Strategy, Creative Direction, Visual Identity, Product Positioning, Website Strategy, Product Launches, Sales Enablement

Tools & Technology: Claude, Claude Code, Granola, Lovable, ChatGPT, Codex, Paper, Figma, Webflow, Astro, Vercel, HTML, CSS, JavaScript, Adobe Creative Cloud, Jira, Productboard, Asana, Slack