



JJ NOLD

PRODUCT DESIGN LEADER

PROFESSIONAL SUMMARY

Over **fifteen** years experience in product design with **seven** years in management. Listed as inventor on over **twenty** patents. Driven to craft innovative products with meticulous detail.

SPECIALTIES

Connected things
Computer vision
Product strategy

SUPERPOWERS

Divergent thinking
Storytelling
Empathy

STRENGTHSFINDER

Adaptability
Futuristic
Ideation

GET IN CONTACT

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Austin, TX

PREVIOUS EXPERIENCE

DESIGN DIRECTOR, PLATFORM & DESIGN SYSTEMS

SoFi Technologies (Jan 2024 - Present)

Responsible for the entire SoFi product design system across both native and web. Additionally responsible for multiple cross-company initiatives including defining and executing on SoFi's accessibility standards. Well known as the internal champion of pixel level quality for visual execution.

DESIGN DIRECTOR, INVEST

SoFi Technologies (Feb 2022 - Jan 2024)

Responsible for the entire Invest e2e experience while leading a team of designers focused on delivering high quality experiences. Also a key strategic partner in directing the business as a whole. Personally redesigned both the entire invest experience and created a new design system for SoFi.

UX DESIGN MANAGER

Google Nest (2017 - 2022)

Responsible for design across the Awareness portfolio including cameras, doorbells, security systems, locks, smoke/CO alarms and partnerships. Managed a team of eight including a manager, many designers and a UXE. Recently responsible for the entire Nest camera refresh, a three year effort.

SENIOR UX DESIGNER

Nest (2014 - 2017)

Led and delivered designs for many initiatives including significant contributions on Nest Hello and the Works with Nest program. Key lead in delivering the entire experience for Nest X Yale door lock, a two year effort.

Additional experience available on LinkedIn

INTERESTS

Lover of the outdoors and spending time with his spouse and their three cats Bacon, Cheddar and Mac. Deep appreciation for well designed products and the people that build them.