

jerry mathurin

senior manager, product design · design leader who builds

Design leader with fifteen years in the field. I lead design teams, and I still build: I design, prototype in code, run the research and ship to production. I started as a full-stack developer.

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experience

JUN 2024 – PRESENT

senior manager, product design · popeyes louisiana kitchen (rbi)

Design lead for Sales & Growth across the mobile app, web, self-order kiosks and restaurant point-of-sale. In 2025 I built the team's design practice. In 2026 I went hands-on. I hire and coach designers, including a newly defined AI-integrated role.

- Led the cross-channel upsell strategy across app, kiosk, voice AI, POS and menu boards. Leadership adopted my upsell taxonomy company-wide. My recommended checkout pattern lifted upsell purchases 18% in a live A/B test and became the production default.
- Started Poppy Pulse, a real-time upsell coach for restaurant crews. Ran field research in 4 restaurants and shipped the front end as production code.
- Designed and ran 96 sessions of factorial usability research. Replaced six hand-built prototypes with one coded prototype covering 8 variants. The top guest complaint went to zero in 55 sessions.
- Turned the design system into a versioned code package: 31 React and 12 React Native components, 3-tier tokens, Storybook and automated Figma drift checks, with instructions AI coding agents follow.
- Redesigned the kiosk menu with a 3-version coded prototype and two rounds of multi-cohort testing, through dev handoff and a phased rollout plan.
- 2025: led my team's menu simplification (core menu cut 72%, 44 to 12 items) and Build Your Own Bundle (launched nationally, then on kiosk). About 15 studies with 120+ participants.

FEB 2022 – JUN 2024

ux design manager · hero digital

Led high-profile client projects in an award-winning agency, including the Calix website redesign and the NEAMB retirement product launch.

- Ux lead for the Calix website redesign and the NEAMB retirement product launch.
- Directed cross-functional teams, aligning research, content and design with client goals.

key highlights

- Design that moves numbers: +18% upsell purchases (2026 A/B test), and 17% fewer wrong-store tickets and 7.12% more tagged-offer transactions from experiments my team designed (2025).
- Design lead who ships production code: a crew tool I started, and a design system engineers and AI agents build from.
- Research in every big decision: 96 usability sessions in 2026, about 15 studies with 120+ participants in 2025.
- Directed ux for enterprise platforms at NextEra Energy and Fortune 500 clients at Hero Digital.

skills & methods

DESIGN

interaction design · information architecture · design systems & tokens · prototyping in code · behavioral design · accessibility (ADA / WCAG)

RESEARCH

moderated & unmoderated testing · factorial study design · field research in restaurants · card sort & tree test · workshops

DATA & EXPERIMENTS

A/B and multivariate test design · holdouts · metric definition · business-case sizing

ENGINEERING

react · react native · typescript · storybook · git & github · CI

LEADERSHIP

hiring & onboarding · coaching · roadmap & prioritization · executive storytelling · design operations

experience, continued

JAN 2020 – FEB 2022

senior ui/ux designer · nextera energy

Led ux design for enterprise-scale applications across business units at the world's largest renewable energy company.

- Designed CWE Accelerate, the OMNI transmission study app and the IT4U catalog consolidation.
- Ran user research, usability testing and service blueprinting workshops with stakeholders.
- Scaled internal design systems and mentored designers and researchers on projects.

MAY 2018 – JAN 2020

senior director of marketing · brainy bunch media

Directed a cross-functional team of 11 developers, designers and marketers delivering brand and digital solutions for small-to-mid-sized businesses.

- Defined strategy aligning business needs, customer insights and technical execution.
- Oversaw digital deliverables: wireframes, prototypes, style guides and campaigns.
- Grew a tax accountant's Instagram from 33 to 10K followers in four months, generating \$30K+ in sales.

SEP 2015 – MAY 2018

ux frontend developer · movietickets.com

Hybrid ux designer and front-end developer, delivering the company's first design system and responsive web platform.

- Led user interviews, journey mapping, prototyping and usability testing.
- Built the company's first design system on the Foundation framework, for brand consistency and code reuse.
- Led the company's first dedicated frontend team, launching a fully responsive cross-platform website with backend engineers.

earlier

AUG 2014 – MAY 2015

full stack ux developer · sonavation

AUG 2012 – JAN 2014

ux lead, full stack developer · simplytraders.com

OCT 2011 – DEC 2013

web developer · digital target marketing

JAN 2008 – MAY 2015

freelance web developer · self-employed

tools

DESIGN

figma · figjam · figma make · miro · sketch

BUILD & AI

claude code · claude design · figma mcp · codex · storybook · github

RESEARCH & DATA

usertesting · optimal workshop · amplitude · snowflake · ga4 · hotjar

PRODUCT

jira · confluence · launchdarkly · sanity · braze

education

2011

bachelor of science, computer science
florida atlantic university, boca raton

outside of work

Mentor at iamjerryux on Instagram and TikTok. Author and illustrator of *The UX Pocketbook*, out November 2026. Recent learning: Figma Config 2026, POS lab training.

