

John McAleenan

Senior Product Designer ✨ Brooklyn, NY

Senior Product Designer with 10+ years of experience building 0→1 and growth products across AI, SaaS, and complex workflows. I specialize in turning ambiguous problems into simple, scalable experiences and driving alignment across product, engineering, marketing, and research.

[Portfolio \(selected works\)](#) ✨ [LinkedIn](#) ✨ Email: mcaleenandesign@gmail.com

↳ Experience

HoneyBook

Product Designer → Senior Product Designer

NOV 2022 - AUG 2026

- **Led end-to-end product design across acquisition, onboarding, referrals, templates, AI, and financial products**, partnering with Product, Engineering, Marketing, Research, and Data from strategy through launch.
- **Designed and shipped 0→1 experiences** including Template Gallery, Floor Planning, AI onboarding, and integrations with Prismm, Pic-Time, and The Knot.
- **Led HoneyBook's marketing site experience**, designing 40+ high-conversion landing pages and partnering with growth marketing to establish a scalable system for campaigns and acquisition.
- **Drove the evolution of HoneyBook's design system**, improving consistency and design velocity across the product while introducing reusable patterns and components.
- **Led product discovery and design direction for ambiguous, cross-functional problems**, facilitating critiques, challenging assumptions, and aligning stakeholders around customer and business needs.
- **Mentored designers and raised the quality bar for product design** through critiques, collaboration, and design leadership across the organization.

Endeavor

Senior Graphic Designer → Creative Lead → Product Designer

2015 - 2022

- Transitioned from graphic design into product design, leading digital experiences across marketing, product, and brand.
- Joined a new 0→1 product team, helping establish product strategy, design foundations, and reusable systems from the ground up.
- Designed customer-facing products, internal tools, and digital platforms while partnering with executives, product managers, and engineers to shape product direction.

↩ Earlier career: 6+ years across graphic design, branding, and digital marketing.

↳ Core Expertise

- Product Strategy
- 0→1 Product Development
- AI Product Design
- Product Discovery
- Growth & Activation
- Design Systems
- Cross-functional Leadership
- Executive Storytelling

↳ AI & Emerging Technologies

- AI-native product design
- AI interaction & workflow design
- Rapid AI-assisted prototyping
- Design-to-code workflows
- Prompt engineering
- Working directly in codebases
- Claude Code / Claude Design
- Cursor / ChatGPT / Anthropic tools

↳ Tools

Figma · FigJam · Claude · Cursor · GitHub · Adobe CC · Webflow

↳ Education

Savannah College of Art and Design

BFA, Graphic Design