

Charlie Weston PRODUCT DESIGN + UX LEADER

Atlassian *enterprise saas // e-commerce*



Design Lead, Confluence Growth Aug 2023 — Present

- Drove 13% growth rate improvements across [Confluence](#)'s Land Growth customer journey (discovery, signup, onboard, and first purchase) in FY23
- Led 15 IC designers and 3 managers, across multiple smaller teams, through growth design best practices, workshops and recurring rituals
- Partnering with execs and triad leads in building roadmaps, defining OKRs, and developing strategies that leverage personalization + Atlassian Intelligence (AI)
- Contributing to the program's increased velocity and overall design quality

Senior Product Designer, Cloud Migrations Oct 2021 — Aug 2023

- Design lead and Co-Product Owner for a team responsible for the [Migration Program](#), driving Server End-of-Support awareness + Cloud Migration activation
- Partnered with Product and Marketing leads to develop quarterly roadmaps
- Establish ways-of-working for our immediate team + stakeholders, introduced practices that decreased project churn by 20%, and lead our team in developing innovative customer-centric solutions to address CX friction
- Developed a personalization strategy and designed experiences to engage a critical customer cohort, which generated an additional 4% uptick in FY23 MQLs
- Managed a small group of Design and Product interns (as an IC)

Senior Product Designer, Monetization Jan 2021 — Oct 2021

- Designed growth experiments that increased Jira and Confluence Premium trial activations by 30% and generated a 7% revenue increase flow in FY21 Q2 & Q3
- Authored thought-leadership for internal replication and scalability

Northern Trust *enterprise // financial services*

Design Lead, Hedge Fund Services July 2019 — Jan 2021

- Worked across 9 product and engineering teams to redesign Northern Trust's Hedge Fund Services platform; resulting in improved performance, functionality, and usability (90% of internal users said experience had 'greatly improved')
- Led cross-functional workshops educate teams on UX best practices for scaling data-dense apps across Web + Mobile properties; in addition to advocating for accessibility, scrum frameworks, and usability testing
- Unified the platform's design language via Northern Trust's Design System and contributing +12 shared components and patterns that other teams adopted

Design Lead, Data Direct July 2019 — Jan 2021

- Drove redesign of a data-set focused product, built within MS Excel's third-party plugin ecosystem, to support clients aggregating large data sets

CohesionIB *pre-seed startup // property tech*

Product Design Lead, Founding Designer April 2019 — July 2019

JLL *enterprise // corporate real estate + property management*

Product Design Lead, Founding Designer May 2018 — April 2019

Omobono *consultancy // b2b*

Product Design Lead, Founding Designer Feb 2016 — May 2018

Analyte Health *growth startup // telehealth*

Digital Content Strategist Nov 2014 — Feb 2016

 Chicago ( open to relocate)

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Savannah College of Art & Design

BFA Advertising Design & Strategy

Interaction Design Foundation

CERT Gamification for UX

CERT Gestalt Psychology

CERT Usability Testing

CERT UX Strategy & Management

Scrum Alliance

CERT Scrum Master

CERT Certified Scrum Product Owner



Design + Research

Accessible + Adaptive + Responsive

AI + Large Language Models

Content Strategy + Taxonomy

Design Systems + Pattern Libraries

Information Architecture + Sitemaps

Interactive Prototypes + Wireframes

Personas + UX Research

User Journeys + Flows

People + Process

Agile + Scrum + Waterfall

Critiques + Feedback + Mentoring

Design Operations + Process

Governance + Design Systems

Integrated Systems Thinking

Minimal Value Product Strategy

Resource + Team Goal Planning

Workshop Facilitation

