# Jeffrey Weeks

SENIOR PRODUCT DESIGNER | DESIGN SYSTEMS | AI SYSTEMS

Florida - Remote
JEFFWEEKS.NET
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### CAREER SNAPSHOT

| | |
|---|---|
| 20+ | Years Experience |
| 6 | Awards |
| 5+ | Years Enterprise DLS |
| NCL | Booking UX |
| Mentor | Designlab + College |

### EXECUTIVE PROFILE

Award-winning Product Designer with 20+ years of experience shaping transactional UX, enterprise design systems, and high-performing digital ecosystems across travel, hospitality, staffing, e-commerce, publishing, and real estate. My strongest work sits at the intersection of commerce experiences, booking flows, design language systems, and visual design—transforming complex customer journeys into scalable, intuitive product experiences.

At Robert Half, I help evolve the Luminary Design Language System across enterprise product teams. Previously, at Norwegian Cruise Line, I led UX strategy across browse, booking, and booked-guest experiences. I bring a blend of systems thinking, interaction design, visual craft, and cross-functional collaboration that enables teams to build with greater consistency, efficiency, and impact.

## SPECIALIZATIONS

Design Systems · Commerce UX · Booking Engines · Enterprise UX · Product Strategy · Visual Design · AI Experiences · Accessibility · Design Ops · Front End Development

## CORE CAPABILITIES

### DESIGN SYSTEMS
Design Language Systems
Component Architecture
Pattern Libraries
Governance Models
Documentation Systems
Design QA / Adoption

### PRODUCT + UX
Transactional UX
Commerce Workflows
Information Architecture
Information Design
Prototyping
Accessibility

### OPTIMIZATION
A/B Testing
Conversion Strategy
Behavioral Analysis
Data-informed Decisions
Journey Optimization
KPI Evaluation

### LEADERSHIP
Mentorship
Stakeholder Alignment
Workshop Facilitation
Design Operations
Cross-functional Delivery
Presentation Review

## CAREER HIGHLIGHTS

**GOLD MAGELLAN**
Crystal Cruises Website Redesign, 2019

**WORLD'S LEADING CRUISE LINE AWARD (x3)**
World Travel Awards 2019, 2020 & 2021

**BEST CRUISE LINE WEBSITE (x2)**
Travvy Awards 2020 & 2021

**ENTERPRISE DLS**
Luminary Design Language System strategy, governance, documentation

**TRANSACTIONAL UX**
Browse, booking, and booked guest ecosystems at NCL

**VISUAL CRAFT**
Brand-quality digital, marketing, illustration, and interface design

## PROFESSIONAL EXPERIENCE

### ROBERT HALF
May 2022 – Present

**Senior Product Designer - Design Language Systems**

Helped define strategy, standards, documentation and adoption for Luminary DLS across enterprise product workstreams.

- Contributed to governance, interaction patterns, component guidance, and documentation across product work streams.
- Partnered with design and engineering to improve consistency, accessibility, and adoption in sprint cycles.
- Mentored emerging designers, elevated Figma fluency, and served as a conduit for institutional design-system knowledge.
- Supported Intranet system redesign and Absence Capture Interactive Calendar Experiences for international partners.

**JEFFREY WEEKS**

Design Systems / Transactional UX / Commerce Platforms / Visual Design

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## PROFESSIONAL EXPERIENCE cont

### NORWEGIAN CRUISE LINE

May 2018 - May 2022

**Senior Product User Experience Designer**

Led UX strategy and information architecture across NCL.com browse, booking, and booked-guest ecosystems.

- Designed transactional booking flows, ecommerce patterns, and cruise-planning journeys across a global platform.
- Partnered with product, development, analytics, and agency teams to turn complex needs into usable experiences.
- Created scalable frameworks and conversion-focused patterns for long-term platform growth.

### CRYSTAL CRUISES

Dec 2016 - May 2018

**Principal UI/UX Designer**

Led the strategy redesign of Crystal Cruises digital ecosystem during a major brand transformation.

- Developed guest archetypes, web frameworks, and key interactive workflows for premium travel audiences.
- Directed major landing-page experiences and cohesive online brand execution.
- Contributed to website redesign work recognized with a Gold Magellan Award.

### JM&A GROUP

Sep 2015 - Aug 2016

**Senior Creative Specialist**

Partnered with an award-winning creative organization on multi-channel marketing and digital initiatives.

- Designed UX-forward tools and microsite experiences supporting partner engagement and event marketing.
- Executed print, web, and digital campaigns with strong visual-design standards.

## METHODS

### COMMERCE + TRANSACTIONAL UX

Booking-engine flows
Checkout/lead-generation patterns
Browse-to-conversion journeys
Guest/account experiences
Content-to-action mapping

### DESIGN SYSTEMS + DELIVERY

Figma component strategy
Zeroheight documentation
Storybook alignment
Pattern governance
Design QA and implementation review

### VISUAL + BRAND CRAFT

Premium web visual systems
Landing pages
Illustration
Infographics
Presentation design

## AWARDS, EDUCATION + CERTIFICATIONS

### AWARDS

Crystal Cruises Website Redesign 2019
- Gold Magellan Award

World's Leading Cruise Line Website 2019, 2020 & 2021
- World Travel Awards

Best Cruise Line Website (Silver) 2020 & 2021
- Travvy Awards

### EDUCATION

Broward College - Graphic Design

Studies: Graphic Design, Interactive Design, Web Design

Tallahassee Community College - Fine Art, Sociology, Psychology

### CERTIFICATIONS

IBM Enterprise Design Thinking
Professional Scrum Master (PSM I)
Mobile Sites Assessment
Digital Sales
Nielsen Norman Group In Progress

## DESIGN LEADERSHIP

### PROFESSOR + MENTOR

Former professor of web, interactive, and graphic design at Broward College; current Designlab mentor helping emerging designers improve product thinking, portfolio strategy, visual craft, and design-system fluency

### TOOLS + PLATFORMS

Figma, Zeroheight, Storybook, Webflow, Zeplin, Jira, Confluence, Adobe Photoshop, Illustrator, InDesign, Adobe XD, Sketch, Abstract, HTML/CSS, Visual Studio, Vercel, Tailscale, GitHub, Cursor, Claude