

Quincy M. Gibbs

Principal Product & Experience Design Leader

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PROFILE

Design leader with 25+ years of experience shaping product, UX, and visual systems across media, data, analytics, and enterprise platforms. Known for building high-performing teams, modernizing design systems, and translating complex business problems into elegant user experiences with measurable impact.

20M+ Golden Globes interactions	12M Yahoo 100 first-week views	87 Newsletters Redesigned	65% customer-center time reduced
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EXPERIENCE

Northstar Travel Group New York, NY

UI/UX Designer + Director (Contingent) | Aug 2025 – Present

- Leading the redesign of multiple brand websites in Figma and Claude, creating modern, data-rich experiences aligned to business goals.
- Building a custom AI-assisted CMS for editorial publishing, asset management, brand voice, and newsletter creation.
- Established a reusable design system with color libraries, shared components, and clearer developer handoff standards.
- Partner with stakeholders across brands to guide design direction, execution, and quality.
- Utilize BigQuery along with PowerBI to create dashboards and visualizations.

Yahoo, Inc. New York, NY

Senior Data Experience Designer (Contingent) | Feb 2025 – Aug 2025

- Led user-centered design across Yahoo.com and the Yahoo News app, creating data-driven experiences that personalize and contextualize the news.
- Led design for Yahoo 100: Top Movies, which generated 12M unique views in its first week without promotion.
- Improved Golden Globes coverage with a side-rail widget that drove users to the hub page and generated 20M+ interactions in two days.
- Used AI tools to speed ideation, prototyping, and iteration in close partnership with research, product, and engineering.

Dow Jones | The Wall Street Journal | Barron's | MarketWatch New York, NY

Principal Experience Designer + Design Manager | Dec 2023 – Nov 2024

- Led and mentored a UI/UX team while driving design for newsletters, video, audio, article templates, and rankings experiences.
- Created an email design system and oversaw the redesign of 87 newsletters across Dow Jones brands.
- Redesigned the flagship 10-Point newsletter, improving open rate from 38% to 60%.
- Created reusable rankings components for College Rankings, contributing to 2,000 new subscriptions and surpassing ad sales goals by 45%.

- Redesigned customer-center dashboards, reducing user time spent by 65% while increasing newsletter and alert signups by 25%.
- Redesigned e-commerce store for WSJ Buyside.

Dow Jones | The Wall Street Journal

New York, NY

Experience Design Manager | May 2022 – Dec 2023

- Managed designers across senior and junior levels and led UX design efforts for The Wall Street Journal.
- Revamped the subscriptions hub across billing, account settings, cancellation, and upgrade/downgrade flows.
- Redesigned newsletter landing pages as subscriber-acquisition entry points, increasing opt-in rate from 17% to 66%.
- Led research, competitive analysis, and iterative design for new MyWSJ and Barron's experiences.

EARLIER EXPERIENCE

Verisk Analytics, Inc.

Jersey City, NJ

Art Director | UI/UX — Corporate Marketing | Sep 2017 – May 2022

- Served as UI design lead across a 15-company portfolio and managed senior and junior designers.
- Created and managed Figma libraries with hundreds of reusable components and led a Verisk.com refresh that increased time spent by 45%.
- Partnered with stakeholders on a satellite-imagery product that estimated roof dimensions, cost, and age.
- Directed digital campaigns, DXP/CMS initiatives, video, reporting, and cross-channel creative programs.
- Created the company's most-watched social video series, averaging 15K views per video versus 500 previously.

Prestige Employee Administrators

Melville, NY

Design + Engineering Director | Jun 2011 – May 2017

- Oversaw design and engineering teams, implementing JIRA, Confluence, Kanban, Scrum workflows, sprint planning, hiring, and performance management.
- Led seven iterations of HRO Connect, an online benefits platform built with PHP, JavaScript, jQuery, SQL, and CSS.
- Scaled benefits software from 1 client / 200 users to 290 clients / 20,000+ users.
- Department initiatives contributed \$5.5M in increased revenue and helped retain 50+ clients.
- Designed workflow tools, a document-management portal, user manuals, sales collateral, and executive pitch materials.

CORE SKILLS

Design Leadership — Product & experience design, UI/UX strategy, design systems, team leadership, art direction, cross-functional collaboration, roadmap planning

Research & Delivery — Prototyping, wireframing, A/B testing, first-click testing, UserTesting, 3M VAS, agile workflows, data-informed design

Tools & Technology — Figma, Adobe Creative Cloud, Claude, ChatGPT, Firefly, JIRA, Confluence, HTML/CSS, JavaScript, React, PHP, Node, SQL, WordPress, AEM, CMS/DAM, PowerBI, BigQuery, and Tableau

EDUCATION

Hofstra University | Business Management & Graphic Design | Hempstead, NY | 1998–2000

Suffolk Community College | General Business | Brentwood, NY | 1996–1998