

Jonathan Renner

Digital Product & Experience Leader

UX • Digital Strategy • AI-Enabled Systems • Platform Development

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Digital strategy and experience leader with 26 years leading digital products, platforms, and customer experiences. I enjoy solving complex business challenges by bringing together leaders, stakeholders, designers, and developers to build practical, human-centered solutions. Proven track record of modernizing digital platforms, leading cross-functional teams, and applying AI to improve workflows, accelerate growth, and deliver measurable business outcomes.

Product: Product Strategy, Product Development, UX/UI, Information Architecture, Platform Architecture, Digital Strategy

Leadership: Cross-Functional Leadership, Stakeholder Management, Agency Leadership, Product Vision, Business Strategy

Technology & AI: AI Workflow Design, Marketing Automation, Web Development, Mobile Development, CMS Architecture

Growth: SEO, Email Marketing, Conversion Optimization, Campaign Strategy

Creative & Brand: Brand Strategy, Creative Direction, Visual Identity Systems, Web Design, Print & Digital Production

EXPERIENCE:

Head of Product & Strategy – NeuroLexIQ (mTBI Care) | 2025–Present (Part-time)

As a founding partner at NeuroLexIQ, I lead product strategy, UX/UI, and brand development in collaboration with technology and marketing to help shape the company's vision, product direction, and overall business strategy. Bridging product vision, workflows, and technical execution to build solutions that support attorneys, medical providers, and care coordination teams.

- Co-lead development of a proprietary concussion pre-screening platform that combines crash data, patient symptoms, and research-backed biometric indicators to identify likely brain injuries, improve case selection and valuation, and support generation of litigation-ready evidence
- Partner with Canary Speech to integrate AI-driven vocal biomarkers into concussion detection and advance development of a research-backed diagnostic model
- Direct UX/UI design for web applications supporting concussion screening, diagnostics, and care coordination
- Created the NeuroLexIQ brand identity, including the company name, logo, visual identity, and brand standards
- Lead development of a centralized platform to streamline attorney workflows from intake and screening through diagnostic reporting

Director of Digital Development - Sound Mind Investing | 2012–Present (Full-time)

Digital, product, and creative leader for a financial newsletter and membership platform, responsible for UX/UI, branding, web platforms, SEO, email marketing, customer experience, and overall digital strategy. Lead developers, cross-functional teams and agency partners to turn business goals into digital products, user experiences, and marketing solutions that improve member experience and drive growth. Recently incorporated AI-powered tools and workflows to streamline publishing, content creation, and internal operations.

- Directed two major digital subscription platform rebuilds by defining product requirements, leading the development team through implementation, and designing the UX/UI, information architecture, custom CMS workflows, and marketing automation that improved the customer experience and drove business growth.
- Lead strategy, branding, and creative direction for webinar campaigns, including landing pages, sales funnels, presentation graphics, promotional assets, and automated marketing campaigns that drive engagement and conversions
- Direct branding, creative, and production for newsletters, investment reports, monthly video updates, a multi-episode online video study, and other member and marketing content across print, digital, and video
- Design and build AI-powered applications and workflows that integrate LLMs, knowledge management, and automation to improve content creation, publishing, marketing, and internal operations
- Support branding, UX/UI, website design, and ongoing digital marketing for SMI Private Client, Sound Mind Investing's SEC-registered investment advisory division. Partnered with leadership and the advisory technology team to shape the client experience, including the advisory website and two ETF websites supporting an advisory business managing more than \$1.1B in client assets

Founder | Digital Consultant - Renner Web Consulting | 2001–Present (Part-time)

For over 25 years, I've owned and operated an independent digital consulting practice alongside my full-time leadership roles, partnering with organizations ranging from nonprofits and startups to Fortune 500 companies. I help clients solve business challenges through digital strategy, branding, UX/UI, web development, and marketing.

- Partner directly with clients to understand their goals and lead digital projects from strategy and concept through design, development, and launch, coordinating developers, designers, and strategic partners throughout the process
- Design and develop websites, digital products, brand identities, and integrated marketing campaigns for clients across healthcare, technology, nonprofits, entertainment, and professional services
- High-profile clients include Capario Healthcare Solutions, DIMON Incorporated, and Warner Bros. Records

Senior Web Architect / Manager - Southeast Christian Church | 2007–2012

- Led web strategy, governance, and execution for one of the nation's largest multi-site churches (26,000+ members)
- Partnered with leaders across dozens of ministries to build consensus, prioritize needs, and deliver a unified digital experience that effectively represented each ministry while supporting the church's overall mission
- Led cross-functional in-house and external teams, coordinating developers, designers, content owners, and stakeholders
- Oversaw the \$100K+ budget for a multi-year website redesign and rebuild, resulting in a 60% increase in website traffic
- Led the implementation and customization of the church's Church Management System, transforming it into a dynamic content management platform that streamlined publishing, automated content updates, and improved internal workflows
- Developed the first web standards and style guide, ensuring a consistent brand and user experience across multiple websites
- Led the design and development of the church's first mobile application

Co-Founder & Design Lead - 32 Leap | 2010–2014

- Co-founded a mobile app company. Led design and development for three iOS and Android apps with 150,000+ downloads and over 1 million sessions. Two applications featured by Apple in the App Store
- Managed day-to-day operations and product execution
- Established partnerships with organizations including Jeff Gordon Inc., KORGI Inc., and Blackstar Amplification Ltd.

Account Manager, Web Interactive - New West Ad Agency | 2007

Evaluated client web presence and identified opportunities to improve business and marketing outcomes through technology, working across web strategy, design, advertising, and project management.

- Served notable clients including GE Digital Camera Division and Kentucky Tourism
- Led web conceptualization, design, marketing strategy, and campaign execution

Creative Director - MedAvant Healthcare Solutions | 2003–2007

Directed corporate branding and creative strategy for a publicly traded healthcare technology company, reporting directly to the C-suite and partnering with executive leadership to shape corporate identity, product marketing, and customer-facing communications.

- Led the company's corporate rebranding initiative, with executive leadership selecting my brand concept over competing proposals from a nationally recognized San Francisco branding agency. Established the new corporate identity, logo, messaging, and visual standards, then traveled to offices nationwide to present the new brand strategy, build stakeholder buy-in, and drive consistent adoption across the organization
- Directed creative strategy and production across web, print, multimedia, trade show exhibits, sales collateral, and executive presentations
- Developed and governed enterprise-wide brand standards, ensuring consistent execution across marketing, sales, product, and corporate communications
- Implemented and managed the custom CMS to support scalable web publishing and digital communications
- Led the development of multimedia product demonstrations that equipped sales teams with more compelling, consistent customer presentations while streamlining content creation processes

EDUCATION:

Bachelor of Science in Communications (Media Graphics)

Liberty University (1996–2000)