

BRIAN FEENEY

Principal Product Designer | UX Strategy & Systems | CMS & Editorial Platforms

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PROFESSIONAL SUMMARY

Principal Product Designer with 10+ years of experience driving UX strategy for large-scale content management systems and editorial publishing platforms. Currently the strategic design IC lead for Dow Jones Publishing Systems, owning design vision across multiple product areas serving 10+ newsroom brands. Proven ability to reduce operational complexity, increase publishing efficiency, and align cross-functional stakeholders on platform-wide design direction. Deep expertise in design systems, information architecture, user research, and stakeholder management at the VP and executive level.

CORE COMPETENCIES

UX Strategy & Vision, Design Systems, Cross-functional Leadership, CMS & Editorial Tooling, Stakeholder Management (VP/C-suite), Workflow Analysis & Optimization, User Research & Satisfaction Metrics, Platform Architecture & Scalability, Team Management & Mentorship

PROFESSIONAL EXPERIENCE

Product Design Manager / Principal Product Designer | Dow Jones / The Wall Street Journal 2017

– Present

Principal Design IC Lead — Publishing Systems (CMS & Editorial Tools)

Leadership & Strategy

- Serve as the principal design voice for Dow Jones Publishing Systems for 6+ years, setting strategy and design vision across multiple product areas (NewsGrid, NewsPress, Curation, Screentone Design System) with direct influence on VP- and Director-level decisions.
- Led design of WSJ's mobile card curation architecture, reducing required editorial choices per card from 57 to 4 through smarter metadata and upstream signal use, substantially improving curation speed and consistency across platforms.
- Drove WSJ homepage redesign initiative by identifying single-source curation as the core blocker, proposing a design solution, and securing approval from newsroom stakeholders and design directors. This became the basis for the active redesign project.
- Facilitated multi-stakeholder workshops to unify story packaging workflows, identifying consolidation opportunities that will replace 3+ inset-creation workflows and extend tooling to all DJ newsrooms beyond WSJ.
- Leading modernization of the Screentone design system to align with Dow Jones's Index Design System, improving Figma file organization, component architecture, and designer delivery speed at scale.
- Introduced a recurring User Satisfaction Survey establishing a qualitative baseline (inaugural July 2025: 3.66/5 across 33 responses) to track Publishing Systems tool quality over time.

Key Projects & Measurable Impact

- Curation Tool (2022–Present): Designed MVP and has since led iterative expansion to support 10+ Dow Jones newsrooms and their platforms. Now handles 100% of Barron's curation and 95% of WSJ curation, with measurable efficiency gains: 50% reduction in time to curate BuySide homepage, 50% reduction for WSJ In Today's Paper curation, and 85% fewer steps to publish a new ITP issue.
- Newsletter Publishing & Distribution: Led end-to-end redesign of DJ newsletter workflows to migrate off Campaign Monitor. Delivered 3 new CMS blocks in NewsPress, a full Curation newsletter tool, and a

cross-brand template strategy. nearly all DJ newsletters now flow through this system with 100% adoption coming soon.

- Breaking News / Pulse (NewsGrid Integration): Unified breaking news publishing within NewsGrid, cutting publish time by several minutes per article and reducing steps by eliminating multi-tab workflows.
- NewsGrid Lineup View: Replaced a daily Google Spreadsheet workflow for WSJ's 4pm editorial planning meeting with a native drag-and-drop tool, cutting time spent by approximately 66% and reducing average steps per article entry from 8 to 2 (performed 15+ times daily).
- Copilot Headline Writing (AI Integration): Led redesign of NewsCorp's AI-assisted headline writing interface for Dow Jones NewsPress, improving clarity and reducing steps by surfacing key controls from menus. Coordinated with NewsCorp's product team to ensure company-wide compatibility.
- Sked Cards Redesign: Architected a unified, adaptable card component built once in Screentone and implemented across multiple tools and views, saving 2 clicks per interaction across workflows performed hundreds of times daily.

Management & Mentorship

- Manages a team of 3 designers, enabling delegation of intermediate-level work while maintaining clear design direction and strategic oversight across all Publishing Systems product areas.
- Mentors junior and mid-level designers both within Publishing Systems and across other Dow Jones teams; praised by senior engineering leadership for the team's thoughtful participation in refinement and discovery.

Web & Product Designer | [Brooklyn Museum](#) 2014 – 2015

- Designed iOS app, website, touchscreen interfaces, and branding for the Ask Brooklyn Museum project.

Designer & Front-End Developer | [Freelance](#) 2010 – 2014 / 2015 – 2017

- Client work included AIA.org (American Institute of Architects), Portigal Consulting, Barnes Foundation microsites, and prototype design for dotBlockchain Music open-source app.

ADDITIONAL

Portfolio: brianfeeney.design

Location: Brooklyn, NY — open to hybrid and remote roles