

Jon Toney

Creative Director & Product Design Leader — who also ships the code

jontoney.com

me@jontoney.com

214 395 9016

Lawrence, KS

PROFILE

18 years leading design for enterprise software, startups, and agencies I helped build. I set creative and UX direction, grow lean teams, and close the gap between strategy and shipped product — designing the system, then building it myself in HTML, CSS, JavaScript, and modern CMSs, with AI woven into the workflow.

HIGHLIGHTS

\$2M+

First-year revenue at AgencyOf, the agency I co-founded — scaled from 2 to 9 full-time staff.

2 agencies

Launched from zero: AgencyOf and Clearfix Labs, a new revenue line for Active Logic.

DDrovr

Designed and built a native Swift macOS app to create, run, configure, and troubleshoot DDEV sites — no terminal required.

EXPERIENCE

2025 — Now

Senior Web Designer & Developer · Katie's Way

- Own the website end to end — UX/UI, front-end build, CMS, and performance — as a one-person design and development function.
- Drive search visibility across SEO, SEM, and AEO (answer-engine optimization for AI search) with little to no budget.
- Extend the brand into print collateral, advertising, social media, and digital campaign assets.

2023 — 2025

Creative Director · Active Logic + Clearfix Labs

- Led a lean design team, overhauling UX workflows to deliver client software solutions faster.
- Helped launch Clearfix Labs, a sister marketing agency that expanded Active Logic's services and opened new revenue.

2022 — 2023

Creative Director · Vesta Equity

- Set creative and UX direction for a blockchain-based real-estate equity platform.
- Unified product and marketing under one design strategy to drive platform adoption.

2021 — 2022

Co-Founder & Creative Director · AgencyOf, Overland Park, KS

- Co-founded a boutique marketing agency; grew it from 2 to 9 full-time staff plus contractors in year one.
- Reached \$2M+ in annual revenue while leading all creative output.

2018 — 2022	Senior Creative, Independent · Freelance • UX and visual design across education, finance, healthcare, hospitality, and manufacturing. • Clients include Birla Carbon, CommunityAmerica Credit Union, DUI.org, Jack Stack Barbecue, and Zales.
2018 — 2020	Senior Product Designer, Contract · Epiq Global • Provided design leadership for the legal solutions unit, aligning product strategy with senior stakeholders. • Led design of a new client reporting tool built on Microsoft Power BI.
2018	Senior UX Architect · USDA, via SAIC • Ran stakeholder interviews and requirements gathering for a CRM-based enterprise platform; defined the user-centered redesign strategy for internal and public users.
2017 — 2018	Senior Human Factors Engineer · Pinsight Media (Sprint), Kansas City, MO • Partnered with executives and product leads at a Sprint-backed mobile data startup to improve customer experience and identify new product opportunities; art-directed marketing work.
2015 — 2016	Senior UX Designer · Rx Savings Solutions, Overland Park, KS • Designed scalable product experiences for a prescription-savings platform and led creative direction for brand and marketing — from research, taxonomy, and flow mapping to information architecture.
2013 — 2014	Senior Interaction & Visual Designer · H&R Block, Kansas City, MO • Improved online and mobile tax products through wireframes, user flows, personas, journey maps, and usability testing.
2008 — 2013	Associate Creative Director · Intouch Solutions, Overland Park, KS • Directed design teams and set creative and UX strategy for pharmaceutical brands — from campaign concept through IA and UX architecture.

TOOLKIT	Design	Figma, Sketch, Adobe Creative Suite, Affinity, Final Cut Pro, Webflow, Notion
	Code	HTML, CSS, JavaScript, Tailwind, Bootstrap, Astro
	CMS	Craft CMS, ExpressionEngine, Statamic, WordPress, Webflow, Haiku (my own, built on ContentBox.js)
	AI	Claude, Claude Code, Claude Design, ChatGPT, Codex, Gemini
	Practice	Design leadership, UX strategy, research, information architecture, brand & creative direction, SEO / AEO

EDUCATION	University of Central Oklahoma · Bachelor of Arts & Science
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KUNG FU	Five-Point Palm Exploding Heart Technique, on request
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