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Re: Senior Manager, Product Design at Binance.US

At Nine Labs, I led a team of 20 across four countries shipping design for Delta Air Lines, Fiserv, IHG, and UPS. We built and maintained design systems powering apps used daily by millions. That is the scale of work this role is asking for, and I have done it for 13 years.

The Binance.US brief is specific: lead a visual refresh, evolve the design system, and balance people leadership with hands-on execution. That combination is not common. Most design managers stop making things. I did not. My book *Loops* codifies the methodology I used to run design and product work from discovery through delivery across hundreds of engagements. I still apply it building AI-enabled software products today, solo, under the Empty Nest Holdings umbrella. The pattern is the same whether the team is 20 or one: define the problem, spec the solution, direct the work, ship.

Fintech and regulated industries are not foreign territory. At Nine Labs, we simplified back-office applications used by global banks, prototyped touchless ATM workflows for a top-tier financial services firm, and designed systems where compliance was a constraint to design around, not an afterthought. I understand that user trust in a financial product is not a UX nicety. It is the product.

On the people side: I have hired, managed, and developed designers across multiple time zones, navigated performance issues when needed, and built a culture where critique was normal and shipping was the goal. I do not manage by committee. Expectations are clear. Feedback is direct. That is what a design org building toward a product refresh actually needs.

If the Binance.US design team needs someone who can set the vision, run the system work, do the design reviews, and also make things when it matters, that is a straightforward fit.

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