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Re: Senior / Staff Product Designer at Wayflyer

Wayflyer deploys capital to small businesses in 24 hours. That speed only works if the product experience matches it. Dense financial data, complex decisioning workflows, high stakes for the operator on the other side. Making that feel effortless is exactly the kind of problem I've spent 30 years working on.

At Nine Labs I led product strategy and design across 40+ shipped products for clients like Delta, IHG, and Fiserv. A lot of that work was in exactly this territory: simplifying back-office applications used by global banks, prototyping touchless ATM workflows, rethinking multi-platform experiences where a wrong turn costs real money. The craft I codified from that work became Loops, a published product methodology built around the idea that clarity before building is the only thing that prevents expensive course corrections after.

Right now I'm building a small portfolio of AI-enabled products under Empty Nest Holdings. Donna is a restaurant management platform with a multi-agent architecture. Socializer went from idea to working MVP in a single afternoon, solo. The pattern is the same one Wayflyer needs at the design level: define the problem precisely, prototype fast, test against reality, ship. AI has compressed the build side of that loop considerably. The thinking and judgment at the front end still requires a human with pattern recognition. That's where I operate.

Financial products earn trust through hundreds of small interactions. A merchant checking their offer status at 11pm on a phone. A dashboard that tells the truth without burying the number they actually need. That's not just craft. It's product strategy expressed at the pixel level. I know how to hold both at the same time.

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