Jessie McNeese

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(228) 697-9634

Brooklyn, NY

Statement

Principal-level product designer with 8+ years of experience leading end-to-end design across fintech, SaaS, fitness, and media industries. Proven record of cross-functional collaboration driving business KPIs through design excellence and execution.

Education

University Of South Alabama

2009 — 2013

Bachelor of Fine Arts, Graphic Design

Mississippi Gulf Coast Community College

2008 — 2009

Skills

UX Design

- User-Centered Design
- User Research & Interviews
- Information Architecture
- Usability Testing
- Prototyping
- Accessibility (WCAG)

Strategy & Leadership

- Product Strategy
- Design Systems Management
- Mentorship
- Stakeholder Alignment
- Process Improvement

Favorite Tools

- Figma/Figjam
- Usertesting.com
- Google Workspace
- Jira & Trello

Professional Experience

BentoBox
2023 - Present
New York, NY
(Hybrid)

Senior Product Designer | SaaS | B2B

- Led end-to-end design for new and improved features across the Customer Experience (CXP) team, contributing to increased retention and reduced churn.
- Co-created a design debt tracking process with engineering leadership, improving engineering throughput and design implementation quality by 10%.
- Designed a scalable, self-service onboarding experience that significantly decreased support wait times and restaurant website production time by 30%.
- Implemented the first AI tool to generate copy within the CMS to decrease production time and increase SEO for restaurant sites by 7%.

Clair
2022 - 2023
New York, NY
(Remote)

Senior Product Designer | Banking | B2B2C

- Redesigned the onboarding experience to increase app downloads by 200% in the first 24 hours after a user completed KYC.
- Conducted extensive user research and persona development to optimize mobile experiences and boost retention.
- Rebuilt and unified the design system across web and mobile platforms, ensuring accessibility and consistency.
- Led product design initiatives to foster cross-team collaboration and increase design team velocity.

CITYROW
2019 - 2022
New York, NY
(Remote)

Lead Product Designer | Fitness Tech & E-Commerce | B2C

- As the founding product designer, I spearheaded end-to-end design for CITYROW's first immersive rowing machine and mobile app redesign for product-market fit.
- Built and maintained a responsive design system to support cross-platform experiences to decrease time to launch features by 20%.
- Created data-informed designs through continuous user research via interviews and testing to improve user experiences.
- Managed 2 freelance designers across marketing and product assets.

A+E Networks
2018 - 2020
New York, NY

Senior Product Designer | Television Streaming | B2C

- Designed web and mobile experiences for AVOD/SVOD platforms (A&E, History, Lifetime, LMN, HVault).
- Developed a shared design system to unify experiences across 4 platforms and 3 teams to increase design consistency by 80% and decrease time to launch by 12%.
- Collaborated with executive stakeholders on a full redesign of the A+E Networks corporate website.

2017 - 2018
New York, NY

Product Designer

- Collaborated in the design of a temporary access pass experiences to improve AVOD engagement and viewership by 15%.
- Created interactive prototypes and conducted usability testing to optimize the user journey from browsing to content selection.

Paintzen
2016 - 2017
New York, NY

UX/UI Designer | SaaS | B2C

- Improved checkout and purchase flows using qualitative data to restructure information architecture and create UX refinements.
- Designed digital marketing content utilizing SEO to increase product visibility in collaboration with the marketing team.

Array Architects
2014 - 2016
New York, NY

Associate Graphic Designer

- Designed environmental graphics, marketing collateral, and proposal presentations for business development.