

JESSICA FRECH KNOWLES

Lead UX/UI Designer

WORK EXPERIENCE

PATTERN • Lead UX/UI Designer • 2024

- Lead all design initiatives for Pattern's PIM/DAM SaaS product following its acquisition
- Partnered with the library team to implement new components, ensuring alignment with our product's evolving needs
- Collaborated closely with engineering leaders to redesign and rearchitected the product experience to seamlessly integrate with our component library, elevating the overall standard of design and user experience
- Led design objectives for multiple AI projects aimed at enhancing SAAS customers' and internal users' copywriting and art direction workflows, resulting in significant efficiency gains and innovative tech offerings

CARE.COM • Senior Product Designer • 2023

- Led the end-to-end design vision for the daycare seeker experience, resulting in enhanced daycare recommendations within a two-sided marketplace
- Collaborated cross-functionally with engineering, stakeholders, marketing, and data analysts to design and implement a new extracurricular platform connecting care seekers with camps and activities
- Led the discovery process and designed a series of A/B tests, resulting in a 29% increase in basic to premium conversion rate. Utilized insights to address drop-offs in the enrollment funnel and optimize the product offering

PLURALSIGHT • Senior Product Designer • 2019-2023

- Owned design objectives for multiple end-to-end experiences that enabled content development for authors and content management for internal users
- Led the discovery and design efforts for a merger of production tools, resulting in a seamless and unified experience across our systems and acquired product experiences
- Replaced ad hoc workflows with product experiences that provided baseline metrics for the business. Significantly elevated the product Net Promoter Score (NPS) by an impressive 59 points

CONTACT

615.389.7485

jessica@jessicafrech.fun

jessicafrech.fun

EDUCATION

VSCHOOL

Experience Design

2018-2019

BELMONT UNIVERSITY

Bachelors of Arts

2010-2013

SKILLS

Figma

User Centered Design

User Research

Usability Testing

Design Audits

Continuous Discovery

Information Architecture

Interaction Design

Product Thinking

Design Thinking

Prototyping

Wire Framing

Responsive Design

Accessibility Design

Component Management

Design Systems

Public Speaking

Career Mentorship

Design Leadership

*Full work experience on [LinkedIn](#). References can be provided.