

JESSICA FRECH KNOWLES

Senior Product Designer

WORK EXPERIENCE

CARE.COM

Senior Product Designer

2023 - Present

- Designed an end to end vision to optimize the daycare seeker experience by delivering daycare recommendations on a two sided marketplace
- Collaborated cross-functionally with engineering, stakeholders, marketing, and data analysts, to design a net new extracurricular platform connecting care seekers with camps and activities
- Increased basic to premium conversion rate 29% by leading discovery and designing a variety of AB tests to determine product trade-offs and address drop-offs in the enrollment funnel

PLURALSIGHT

Senior Product Designer

2021-2023

- Owned design objectives for multiple end-to-end experiences, enabling content development by expanding the design system
- Headed discovery and design on a merger of production tools to create a unified experience between our systems and our acquired companies

Product Designer

2019 - 2021

- Lead discovery, prototyping, design, and testing on net new user experiences such as content analytics, dashboards, user profiles, and a content commissioning board for the author community
- Designed experiences that gathered baseline metrics for the business like speed to production while also raising the product NPS by 59 points.

MOZENDA

User Experience Researcher

2018-2019

- Conducted and synthesized qualitative and quantitative data from user interviews, site behavior, and product analytics in order for engineering and stakeholders to make product roadmap decisions

CONTACT

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EDUCATION

VSCHOOL

Experience Design

2018-2019

BELMONT UNIVERSITY

Bachelor of Arts

2010 - 2013

SKILLS

Human Centered Design

User Testing

Design Audits

Information Architecture

Product Thinking

Prototyping

Wire Framing

Responsive Design

Designing for Accessibility

Component Management

Public Speaking

Career Mentorship