

Jessica Frech Knowles

Lead Product Designer

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Salt Lake City, Utah | 615-389-7485

I create outcome driven solutions through human centered design and thinking. Over 8 years of experience designing user friendly digital products for B2B SaaS, Marketplaces, and Content Tooling.

Work Experience

Lead UX Product Designer

Dec 2023 - Present

Pattern | Utah

- Led all visual design and UX initiatives for their SaaS product used by hundreds of major brands
- Managed two UX UI designers, led weekly design crits and stand ups, and implemented career up skilling opportunities
- Optimized 40% of Amazon's listings by leading and executing the long-term vision for multiple AI content creation features
- Collaborated with the library team to implement new design system components, raising their standard of interaction design

Senior Product Designer

May 2023 - Jan 2024

Care.com | Remote

- Managed and contributed to the end to end product strategy for their daycare consumer marketplace prioritizing their provider business tooling
- Communicated cross-functionally with engineering, stakeholders, marketing, and data analysts to design and implement a new search and discovery platform connecting parents with camp and activity providers
- Facilitated a series of A/B tests, resulting in a 29% increase in basic to premium sign ups. Utilized insights to address drop-offs in the enrollment funnel and optimize their onboarding flow

Senior Product Designer

Oct 2021 - May 2023

Pluralsight | Remote

- Defined and executed design work through inclusive user research methods and iterative design processes with content creators and business unit leaders
- Contributed to a 59-point increase in NPS by designing innovative 0-1 self service features focused on analytics dashboards, profile experiences, and job boards

Product Designer

May 2019 - Oct 2021

Pluralsight | Utah

- Replaced ad hoc workflows with intuitive product experiences that provided baseline metrics and cost savings for the business
- Planned and executed all research initiatives including design sprints, users interviews and confirmation testing, and following iterative product development processes and human-centered design

UX Researcher

May 2018 - May 2019

Mozenda | Utah

- Conducted and synthesized qualitative and quantitative research from user interviews, site behavior, and product design analysis in order for engineering and stakeholders to prioritize business objectives

Product Designer

Dec 2016 - May 2018

SongMe | Remote

- Designed prototypes and first click user tests to synthesizing data that defined the information architecture
- Defined user stories for the minimum viable product through storytelling and stakeholder presentations backed by user research data
- Paired with engineering for all user interface implementations

Professional Freelancer

Jan 2015 - May 2018

Keep Strong Creative | Tennessee

- Led and influenced the creative production, branding, and content design for contract clients such as Arie, Gary V, Hyundai, Warner Chappell, Hewlett-Packard, and more.

Core Skills

Product Vision, Design Sprints, UX UI, Usability Testing, Prototyping, Wireframing, User Stories, User Journey Mapping, Responsive Design, Information Architecture, Design Leadership, Stakeholder Interactions, Career Mentor, Agile Sprint Cycles, Design Thinking, Product Management, Figma, Jira, Pendo, Amplitude, Growth Mindset

Education

V School

Certificate UX Design

Belmont University

Bachelors Art