



Jake Carter

Outcomes. Faster.

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Some key skills

Startup Experience
Business literacy
Strategic leadership
Building teams & culture
Owner mentality
Data driven

I'm familiar with

Designing for AI
Design systems
CSS/HTML
SQL/Holistics
Usability testing
Customer research

Some other stuff

2.8k+ day Duolingo streak
I beat Bop It!
Electric violinist
Decent home chef
Mediocre baseball player
Downhill mountain biker

Currently

Currently a player-coach Director of Product Design at InMoment, a \$171M B2B SaaS CX company. I recently led the design of an AI competitor intelligence feature where my designs showed 159% more interactions vs our traditional CTA within the first 30 days of launch.

Experience

- **Director of Product Design** *July 2024 - Present*
InMoment (ReviewTrackers) B2B SaaS CX tools for the world's largest brands
 - Designed improvements that resulted in a 79% drop ($p=0.014$) in abandonment rate in the first 2 weeks
 - Lead design on a B2B SaaS feature that resulted in 95 business accounts (representing over \$1M ARR) with repeat usage in the first 50 days of launch + beta
 - Innovated user engagement strategies that generated 159% more interactions than our traditional CTA
 - Led my design team in measuring for statistical significance in the correlation between UX feedback and customer account churn
 - Frequently seek for positive organizational change by keeping high standards for aligning our strategic vision and our partnerships with product management
- **Manager of Product Design** *Nov 2022 - Jun 2024*
ReviewTrackers Acquired by InMoment in 2022 | Martech/Reputation Mgmt.
 - Built and maintained a high-performing product design team culture
 - Led the growth and maintenance of our comprehensive enterprise design system called 5-Star
 - Designed a feature that integrates with Google APIs that allows our users to post to their public business profiles in bulk
- **Senior Product Designer** *Sept 2021 - Nov 2022*
 - Designed the 0-1 version of a microsurvey tool that collected over 348,000 responses for our customers
 - Made major enhancements to the quality and scope of our B2B SaaS design system
- **Design Instructor** **edX / VSchool** *June 2019 - June 2023*
 - I was guest lecturer and instructor at two different design organizations
- **Senior UX Designer** *Feb 2019 - Sept 2021*
Willis Towers Watson Health Insurance Marketplace | Internal web apps
 - Owned the research, stakeholder management, and design of a complex internal licensure management web application for the health insurance industry
 - Designed a hackathon-winning feature for the Via Benefits app
- **Product Designer** *Jan 2018 - Dec 2018*
Ampogee TechStars-funded seed-stage startup | B2B SaaS for manufacturing
 - Designed our v2 iOS and web apps as the sole designer at a small but scrappy startup

...more design experience at [linkedin.com/in/jakecarterdesign](https://www.linkedin.com/in/jakecarterdesign)