



Jake Carter

Outcomes. Faster.

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Some key skills

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

I'm familiar with

Design Ops /
design systems
Scalable AI prototyping
CSS/HTML/Tailwind
Designing for AI
Customer research
SQL/Holistics
Usability testing

Some other stuff

Decent home chef
Mediocre baseball player
3,100+ day Duolingo
streak (Spanish)
Downhill mountain biker
I beat Bop It!

Currently

A player-coach product designer helping build and maintain scalable design systems across complex B2B SaaS products. I recently built an in-house solution to enable an IDE AI to utilize our design system to create rapid prototypes; used by PMs and designers. I also 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
PressGaney ← InMoment ← ReviewTrackers B2B SaaS CX/PX tools
 - 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
 - Owned and evolved shared design system components used across multiple B2B SaaS systems
 - 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
Willis Towers Watson Health Insurance Marketplace | Internal web apps
 - Led the growth and maintenance of our comprehensive enterprise design system called 5-Star
 - Built and maintained a high-performing product design team
 - 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
Willis Towers Watson Health Insurance Marketplace | Internal web apps
 - Made major enhancements to the quality and scope of our B2B SaaS design system
 - Designed the 0-1 version of a microsurvey tool that collected over 348,000 responses for our customers
- **Senior UX Designer** Feb 2019 - Sept 2021
Ampogee TechStars-funded seed-stage startup | B2B SaaS for manufacturing
 - Owned the research, stakeholder management, and design of a complex internal licensure management web application for the health insurance industry
- **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 serving the manufacturing industry

...more design experience at linkedin.com/in/jakecarterdesign