



# 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*

- 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*

- 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*

**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

### **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](https://www.linkedin.com/in/jakecarterdesign)