



Hi.  
I'm Jake.

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*I'm familiar with*

Designing for AI  
Roadmap planning  
Product thinking  
Building design systems  
Usability testing  
Customer research

*Some key skills*

Startup Experience  
Business literacy  
Ownership mentality  
Hiring/coaching teams  
Executing a vision

*A few tools I know*

FullStory  
Figma  
Gong  
UserTesting.com  
SQL/Holistics

*Blah, blah, blah*

2,700+ day streak on  
Duolingo (Spanish)

UserTesting Distinguished  
Luminary

Ocatalysis Gamification  
certification

Invited speaker  
(BYU XD Club)

I beat Bop It!

## Currently

- Owning the design of an AI-powered competitor intelligence tool that helps our users understand vast amounts of public data to improve their online reputation
- Leading as a player-coach on a design team of 6 people
- At my current company (3+ yrs) I have lead design as a Sr. Designer → Design Manager → Director (Head) of Product Design

## Experience

### Director (Head) of Product Design *July 2024 - Present*

**InMoment** Integrated CX | B2B SaaS for many of the world's largest brands

Partnering with product leadership to empower teams to execute our product strategy

Working to measure and improve our AI-powered competitor intelligence feature through qualitative and quantitative testing

### Manager of Product Design *Nov 2022 - Jun 2024*

**ReviewTrackers** Acquired by InMoment in 2022 | Martech/Reputation Mgmt.

Built and maintained a high-performing design team by coaching designers to focus on measurable outcomes and customer research

Built, grew, and maintained a comprehensive design system

### Senior Product Designer *Sept 2021 - Nov 2022*

Increased our product's value by owning the design of an intuitive survey tool that has elicited over 348,000 responses for our customers

### Design Instructor **edX / VSchool** *June 2019 - June 2023*

I taught part-time for two different orgs instructing in product design

### Lead UX Designer *Jun 2021 - Sept 2021*

**Willis Towers Watson** Health Insurance | Complex internal licensure software

Owned the research and design of a complex internal web app for the healthcare industry while helping unify the team

### User Experience Team Lead *Apr 2020 - Jun 2021*

Coached my report to focus on delivering value to the business

### Sr. UX Designer *Feb 2019 - Apr 2020*

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

Researched and designed our v2 app for iOS, and web-based dashboards, from the ground up as the sole designer at a startup

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