

JESS PIKE

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SUMMARY

Meticulous, data-driven designer with nearly a decade of experience leading 0→1 initiatives for marketplaces and consumer platforms. I specialize in unifying cross-functional partners around scalable, phased design solutions that balance immediate impact with a long-term product vision.

WORK EXPERIENCE

Senior Product Designer

Angi | Jun 2023 - Jan 2026

- Owned end-to-end strategy and design for core homeowner acquisition and conversion funnels, spanning discovery, experimentation, and platform-level execution.
- Led 0→1 strategy for new conversion surfaces, including AI-powered paths and pro-matching systems, partnering with cross-functional leadership to define and scale MVP scope.
- Drove a high-velocity experimentation program across critical funnel surfaces, contributing to \$18M+ in annualized revenue growth through improved conversion, clarity, and trust.
- Directed a comprehensive redesign of the homeowner journey, establishing higher-quality interaction standards and QA practices that resulted in \$4.5M+ incremental annual revenue.
- Established and scaled AI-augmented design workflows (Figma Make, Cursor), authoring team-wide guidelines that accelerated prototyping and improved design-eng collaboration.

Senior Product Designer

Engine (formerly Hotel Engine) | Sep 2022 - Jun 2023

- Led end-to-end design of FlexPro, a subscription service that enables flexible cancellations for business travel across all employees at subscribing companies.
- Partnered with product, engineering, and leadership to define the subscription model, eligibility rules, and system logic supporting flexible bookings at scale.
- Designed complex edge cases and policy transparency for business travelers with unpredictable schedules, balancing customer trust with revenue protection.
- Shipped FlexPro as a foundational capability that now powers 40%+ of all bookings and 70% of total customer spend.
- Contributed to the enterprise design system and mentored 2 junior designers.

Senior Product Designer

110 Creative Agency (DISH) | Aug 2021 - Sep 2022

- Owned 0→1 design and iteration of e-commerce and conversion experiences across multiple DISH enterprise brands, including DISH, OnTech, DISH Fiber, Boost, and Sling.
- Designed and shipped end-to-end purchase flows for high-traffic consumer products, partnering closely with product, engineering, and marketing stakeholders.
- Art directed and mentored junior designers across product and marketing surfaces.
- Implemented agile UX practices to the design process, achieving a 10% reduction in research and design times.

SKILLS

Design Leadership

Product Strategy & Roadmapping, AI Integration & Enablement, Cross-Functional Collaboration, and Peer Mentorship

Systems & Architecture

Scalable Design Solutions, Design System Governance, Information Architecture, and Component Library Management

Research & Analytics

Conversion Rate Optimization (CRO), User Interviews & Testing, A/B Testing & Experimentation, and Qualitative/Quantitative Synthesis

SOFTWARE & TOOLS

Design & Engineering Governance

Figma, Figma Make, Zeroheight, Storybook, Github, Framer, Lottie, WCAG 2.2, Stark, HTML/CSS

Product Planning & Strategy

Jira, Confluence, Notion, Figjam

Research & Data

UserTesting.com, Maze, Condens, Baymard, Looker, Mixpanel, Adobe Analytics, Snowflake, Split, Eppo

AI

Cursor, Claude.ai, ChatGPT

EDUCATION

Southern Illinois University

Bachelor of Science, Marketing
May 2016

Interaction Design Foundation

UX Design & Research Courses
May 2018 - Aug 2019

Product & Print Designer

110 Creative Agency (DISH) | Aug 2019 - Aug 2021

- Executed end-to-end product design, and campaign print design for DISH Enterprise.
- Developed 15+ brand identities for retailers, internal tools & employee resource groups.
- Art directed junior designers, ensuring strategic alignment with campaign & program goals.
- Facilitated UX Research, establishing guidelines
- Analyzed and interpreted research data to make informed design decisions.

UX/UI Designer & Researcher

DISH | Feb 2017 - Aug 2019

- Researched & designed eLearning and user experiences for 19,000+ users.
- Partnered with ~25 clients & project management team to execute designs.
- Communicated concepts by designing course wireframes and prototypes.
- Facilitated research via user interviews, in-person usability testing & surveys.
- Strategized and designed the UX/UI of new internal tools and pages.