

Jess Judge

Product & UX Design Leader

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<http://jessjudge.com>

Idea-driven product professional energized by ensuring customer empathy informs business and technical decisions. As a patient listener and quick learner, drives leadership teams to identify latent needs, precisely frame problems and deliver solutions aligned to compelling product meanings. Combines a broad background across design and engineering to guide execution teams to create crafted, delightful experiences.

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- Design Leadership
 - Innovation Thinking
 - Building & Mentoring UX Teams
 - SaaS, Web and Mobile Design
 - System Design & Information Architecture
 - Consensus Building Across Disciplines
 - Design Strategy
 - Design Process Management
 - Integrating UX into Agile Methodologies
 - Business Acumen
 - Customer-centric Workshop Facilitation
 - Product Management & Product Ownership
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Faranta Signifon, Phoenix, AZ / San Francisco, CA / Austin, TX

Principal Strategy Designer 05/2016 – present

Consult on product design trends in education, health technology, construction & architecture and adjacent industries. Design workshops to align product teams cross-functionally with a focus on meaning as a driver of innovation practices prior to teams diving into solution finding.

Livongo, Mountain View, CA

Director of Product Design 10/2018 – 1/2019

Consulted on build out of team expansion, sourcing and interviewing for lead UX researcher, lead product designer and product designer roles. Established initial program for looking at a design language system to accommodate M&A and product expansion while keeping a cohesive overall health signals experience.

Blackboard, Austin, TX

Senior Director, Product Design 5/2017 – 3/2018

Principal Designer 10/2016 – 5/2017

Led team designing the next-generation experience for the core Blackboard Learn platform. Responsible for overall design, strategy and design leadership. Responsible for fostering design as the connective tissue between strategic business objectives and the broader product portfolio.

- Led continuing project of design-driven transformation of core Learn product into the Ultra experience. Resulted in 200% growth of customers piloting new experience. Also instrumental in design sprint that secured a final pilot implementation for our first major adopter (contract value of over \$3 million annually).
- Collaborated with other design leaders to reconfigure studio structure to address product backlogs thematically across the portfolio. Resulted in ability to sanely double studio resources over 6 months which increased our ability to deliver cross-portfolio experience workflows combining our web, mobile and on-campus products.
- Partnered with peers in product management and engineering to establish above theme-based approach in Learn Ultra development which allowed doubling scrum teams to accelerate product delivery while providing distributed ownership to scale decision making.
- Authored and co-facilitated several customer and partner design workshops. Resulted in improved problem-framing of input and led to customer-reported increases in feeling of engagement. Also generated unique insights to drive global-level system design.
- Partnered with software architecture, visual design lead and front-end development to begin project of componentizing design language system into a technical library to ensure more efficient delivery of final production product aligned with design principles.

Autodesk, San Francisco, CA

Senior Manager, Experience Design 11/2010 – 4/2016

Managed global team of 18 experience designers, user researchers and content developers. Responsible for hiring, professional development and design leadership of team focused on mobile and web software. Key participant in company-wide initiatives to create a culture of experience-driven product delivery.

- Led transformation of six acquisitions into a single coherent product offering for the construction market. Result was fastest growing cloud product in Autodesk history, increasing from \$2 million to over \$30 million in subscription revenue over three years.
- Product managed iOS-phone and Apple Watch offering for above product line. Resulted in first app that integrated data from the acquired products into a seamless experience.
- Created three-year vision about how mobile and connected data could transform construction project delivery across key personas.
- Key contributor to executive-sponsored program to unite Autodesk experience across cloud and mobile services. Resulted in company-wide human interface guidelines & design principles: Fluid, Contextual, and Familiar.
- Co-chaired division-wide UX Guild that disseminated best practices globally for 50 designers and content developers. Resulted in improved design culture and more predictable design outcomes.
- Received certification as an instructor for the LUMA Institute's formal design methodology (info at <http://luma-institute.com>). Trained colleagues across disciplines to up-level the company's collective design prowess.

Good Technology (formerly Visto), Redwood City, CA

Director Product Design & Publications 11/2006 – 5/2010

Senior Program Manager 11/2004 – 11/2006

Led distributed team of 12 UX designers, program managers and technical writers. Delivered specifications for mobile messaging apps on Android, iOS and earlier phone platforms.

- Led effort to create the Carbon design language which resulted in a cross-platform branded experience impacting both consumer and enterprise offerings.

Electronic Evidence Discovery, Kirkland, WA

Director Product Maintenance & Support 11/2002 – 10/2004

Principal Software Engineer 8/2001 – 10/2002

Led product maintenance and support team of 12. Designed and coded electronic records product with focus on enterprise messaging.

- Partnered with development VP to design & implement a customer-deployable version of internal tools. This created a new revenue pipeline for selling software in addition to services business.

Hornall Anderson Design Works, Seattle WA

Senior Software Developer 8/2000 – 5/2001

Microsoft, Bellevue, WA

Developer Support Engineer 8/1997 – 11/1999

- Adobe Creative Suite & Sketch
- Designing for Meaning
- iOS & Android
- Creative & Art Direction
- Wireframing
- User Research
- Product Ownershi
- Interaction Design and IA
- JIRA/Confluence/Trello
- Workshop Design & Facilitation
- InVision/Craft, Mural
- JavaScript/HTML/CSS
- System Design
- Design Language Systems
- Brand Alignment

Yale University, New Haven, CT

Architecture & Mathematics

University of Arizona, Tucson, AZ

Mathematics & Computer Science