

Jessica Goldman • Senior Product Designer • Denver, CO

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Professional Work Experience

Freelance Product Designer and Growth Strategist • Jessica Goldman Design

Dec 2024 – Present • Part-time

- Partner with startups and small businesses to improve user experiences and visual design, focusing on e-commerce optimization, UX strategy, and branding alignment.
- Collaborate cross-functionally to deliver high-impact solutions, streamline project workflows, and drive measurable outcomes for clients.

Product Design Mentor • DesignLab

Jan 2021 – Present • Part-time

- Guide emerging product designers through their educational journey, providing expert 1:1 mentorship on design principles, user research, and design thinking.
- Past and current mentor for UX Academy, U Foundations, Data-driven Design, and Career Services.

Senior Product Designer, Growth Acquisition • Gusto

Feb 2023 – Aug 2024 • Full-time

- Drove a 12% increase in account sign-ups and over 1,000 monthly customer acquisitions by optimizing growth acquisition funnels and marketing efforts.
- Collaborated across Marketing, Sales, and Growth teams to create seamless sign-up flows, demos, and referral programs.
- Spearheaded a CMS-based plan recommendation feature, enhancing user engagement and boosting conversion rates.
- Contextualized all of the initiatives within Growth Acquisition and web marketing into a cohesive design vision, ensuring high-quality user experiences across sign-up funnels, homepage and landing pages, chat, demos, SEO and information architecture, the referral program, and more.

Oct 2022 – Feb 2023 • Full-time

- Joined as the lead designer for the Growth Funnel Optimization pod, one of two pods within Growth Acquisition, to increase visit-to-lead conversion.
- Increased Marketing Qualified Leads (MQLs) by 15% and account creation by 25% through experimentation and data-driven design.
- Streamlined accessibility with optimized UI components and improved team workflows through design walkthroughs and agile methodologies.

Senior Digital Product Designer • Therabody

Dec 2021 – Sep 2022 • Full-time

- Achieved a 12–15% conversion lift via shopper journey optimizations and A/B testing of checkout flows.
- Established the first experimentation roadmap, prioritizing ideas with RICE scoring to align business needs with user feedback.
- Lead designer on the shopping cart and cross-sell engine redesign, driving increased transaction sizes and product discovery.

- Contributed to web design system and component library.
- Lead designer for incorporating Best Buy BOPIS (Buy Online Pick Up In Store) within Therabody.com's checkout flow.

Product Designer • Omaze

Oct 2020 – Dec 2021 • Full-time

- Transitioned design systems to Figma and established a reusable component library, enhancing velocity and visual consistency while reducing tech debt.
- Led growth experiments with a projected \$6M+ revenue impact by partnering with product managers and engineers.

Apr 2019 – Oct 2020 • Full-time

- Boosted sign-ups by 40% and reduced account-related support tickets by 50% through a profile redesign.
- Launched the first Omaze shopping cart, increasing conversions by 3% and AOV by 18%.
- Influenced product strategy and road mapping through customer research and design explorations.
- Led all end-to-end UX research efforts, from planning to running usability tests to analyzing insights. Tripled the design team's user testing velocity within a year by helping secure budget approval for UserTesting.com.

Visual Designer • Freelance

May 2018 – Mar 2019 • Full-time

- Delivered websites, landing pages, advertising graphics, marketing collateral, and branding systems for agencies and small businesses nationwide.

Creative Strategist • Reach Agency

Nov 2017 – May 2018 • Full-time

Digital & Social Coordinator • Honda Civic Tour & Honda Stage

Dec 2015 – Nov 2017 • Full-time

Education and Bootcamps

BA in Public Relations and Advertising • Chapman University

Sep 2011 – Jun 2015 • Graphic design minor

Completed General Assembly's UX Design Bootcamp (2018) and Front-End Dev Course (2019).

Skills and Tools

Agile & Lean UX • Conversion Optimization • CMS Design • Design Systems • Data-Driven Design & Experimentation • Customer Journey Mapping • UX Design • Usability Testing • Accessibility (WCAG) • Visual/UI Design • Product Strategy • Rapid Prototyping • Mentorship • Figma • UserTesting.com • Maze • Optimal Workshop • Adobe Creative Suite • Google Analytics • Hotjar • Fullstory • Optimizely • WordPress • Shopify