

Jake Jayakaran

Design Leader / Industrial Design and UX/UI

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Design leader with 13+ years at Procter & Gamble across physical products, structural packaging and digital experiences. Lead designers, agencies and cross-functional partners from insight and strategy through execution. Combine portfolio direction with hands-on concept development and 3D visualization to improve usability, commercial performance and speed to market.

EXPERIENCE

Procter & Gamble | Spruce, P&G Ventures

Lead Designer

2024 - Present

- Lead innovation design, including strategy, budgets, resource allocation, and the direction and development of internal designers and agency partners.
- Established the brand's first shape language, setting flexible principles that guided multiple product initiatives and upgrades.
- Redesigned a product interaction, more than doubling correct use in testing and resolving manufacturing failure points.
- Introduced rapid prototyping practices that shortened innovation cycles and reduced tooling development time by more than half.
- Developed product and packaging initiatives with projected growth and margin benefits; owned the vision, strategy and execution direction.
- Led design work that helped expand retailer commitments from limited testing to full-chain distribution across multiple retailers.
- Coached an internal designer to lead major initiatives and earn company-level recognition for growth and impact.

Procter & Gamble | Pampers, Baby Care

Senior Designer

2020 - 2024

- Established Baby Care's first UX practice and first digital design system, adopted in subsequent work across North America and Western Europe.
- Created UI standards and UX best practices that contributed to a several-fold increase in click-through rates for a digital care experience.
- Developed and validated an early-stage digital concept, securing internal seed funding to advance development.
- Led product design improvements that outperformed prior designs and competitor offerings in consumer preference testing.
- Led a global Baby Care summit on generative AI and mapped its application across the design and development process.
- Managed and mentored co-op designers, strengthening onboarding and their ability to influence project decisions.

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EXPERIENCE CONTINUED

Procter & Gamble | Pampers, Baby Care

Designer

2018 - 2020

- Led Baby Care's first augmented-reality collaboration with Snapchat, later featured at Snap's partner summit.
- Developed dozens of concepts for a premium diaper platform, shaping graphics that improved perceived fit and product appeal.
- Co-invented product innovations and filed a patent; aligned R&D, brand and agency partners around future design directions.

Procter & Gamble | Downy, Fabric Care

Designer

2016 - 2018

- Directed product and packaging design that delivered a consumer-preferred solution and multimillion-dollar annual savings.
- Established the first comprehensive design language for Unstopables packaging.

Procter & Gamble | Tide, Fabric Care

RDID Designer

2013 - 2016

- Designed products and packaging across Fabric Care, with a focus on Tide.
- Led mobile app development with P&G Ventures; the work informed a broader digital initiative and later Tide laundromat UX.

RECOGNITION

8 awarded patents Product and packaging innovation.

P&G Design Excellence Awards Digital Design, 2023; Sustainability, 2025.

Coach of the Year Habitat Care, 2026.

Snap Partner Summit brand spotlight Pampers augmented-reality work, 2021.

EDUCATION

Nielsen Norman Group UX Certificate, Interaction Specialty

University of Cincinnati BAS, Industrial and Product Design; Magna cum laude

CAPABILITIES

Design leadership Portfolio strategy, innovation planning, design direction, design for manufacture and scale.

Hands-on craft Industrial design, structural packaging, UX/UI, concept development, 3D visualization.

Teams and operations Agency direction, cross-functional alignment, coaching, budgets and resource allocation.

Systems and methods Design systems, rapid prototyping, digital transformation and AI workflows.