

Jessica Frech Knowles

Lead Product Designer

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Salt Lake City | 615-389-7485

Multi-disciplinary designer with 10+ years of experience turning complex ideas into engaging and trusted user experiences. Lover of rapid execution and collaborative product development.

Work Experience

Creative Director (Contract)

Oct 2024 - Present

Syndigo | Remote

- Pioneered Syndigo's first-ever design system and component library, transforming a scattered design process into a streamlined, scalable foundation
- Expanded and strengthened the design team by hiring two mid-level designers and introducing design critiques and workshops that fostered collaboration and growth
- Lead a 3-day product workshop with designers, researchers, and product managers, aligning on user needs and setting clear, actionable goals that drove company priorities

Co-Founder | Lead UX UI Designer

Apr 2024 - Present

Sivvy | Utah (Remote)

- Brought an idea to life by designing, building, and launching an MVP using human-centered design principles and no-code development tools
- Wore every hat to get things done. Designed the UI, wrote copy, ran marketing campaigns and handled every aspect of early-stage development with creativity and a growth mindset

Lead UX UI Designer

Dec 2023 - Oct 2024

Pattern | Utah

- Lead design operations for Pattern's SaaS product, managing two designers, and integrating acquired designs into a unified system
- Partnered with engineers to design AI tools that improved 40% of Amazon listings, making the process faster and more accurate
- Elevated the team's design quality by creating reusable UI components and streamlining workflows for better development hand off

Senior Product Designer

May 2023 - Jan 2024

Care.com | Remote

- Simplified the search for childcare by designing an intuitive marketplace connecting parents with providers
- Increased premium sign-ups by 29% by redesigning and optimizing the onboarding flow based on A/B testing results
- Used insights from user research to make meaningful UX design choices that improved the matchmaking experience between parents and providers

Senior Product Designer

May 2021 - May 2023

Pluralsight | Remote

- Helped authors feel valued by designing engaging tools for content creation, boosting retention and contributing to a 59-point NPS increase
- Led research and usability tests to ensure designs solved both user and business problems, delivering polished experiences that lowered the author churn rate

- Streamlined analytics by merging fragmented Tableau tools into one cohesive product, giving users a clear view of their data and opportunities

Product Designer

May 2019 - May 2021

Pluralsight | Utah

- Improved how authors managed their content lifecycle by leading design sprints with cross-functional teams and skip level leadership
- Saved the business costs on multiple third-party tools and author management time by designing and releasing self service product experiences

Core Skills

Figma, Framer, Prototyping, User Research, Usability Testing, Cross-Platform Design, WCAG Accessibility, Design Systems, Data-Driven Design, User Flows, Wireframing, Agile Methodologies, Design Operations

Education

V School

Oct 2018 - Feb 2019

Certificate User Experience Design

Belmont University Mike Curb College of Entertainment and Music Business

Jun 2010 - May 2013

Songwriting Major | Music Business Minor