

Jess Segura

Product Designer

London, UK

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[Portfolio](#)

</in/jess-segura/>

ABOUT ME

I'm a product designer and illustrator specialising in music and audio interfaces, Admin/CRM tools, UX research, and UX copywriting. Over the past 5+ years, I've designed accessible, user-first experiences across B2B, B2C, and enterprise SaaS. My hobbies include writing shoegaze-dream pop songs, watching horror films, illustrating weird little things, cooking (and eating) a lot, and going to way too many gigs. I'm fluent in English, French, and Spanish. Currently learning Italian (...slowly). 🍷

EXPERIENCE

Senior Product Designer

Global Media · London, UK April 2025 to Present

- Led the redesign of Global Player's Live Radio UI (Launching April 2025)
- Improved push opt-ins through behavioural design and personalisation, increasing MAU's 30-day retention by 23%.

Product Designer

Global Media · London, UK May 2023 to April 2025

- Delivered app-wide redesign, setting consistency standards across UI and UX.
- Shipped high-priority campaign designs under tight deadlines.
- Led a 6-month newsletter redesign with marketing and external partners.
- Redesigned the Station Selector, improving navigation for 35+ stations.
- Co-designed Live Radio Customisation features and ran user surveys to validate concepts.
- Created Global Player Personas, aligning teams around 4 user types.
- Provided strategic UX analysis for TfL contract renewal.
- Ran usability testing on CRM Admin tools, improving internal workflows.
- Participated in internal hackathons to design QA and testing tools.
- Analysed user feedback and app reviews to inform roadmap decisions.

Product Lead

MyChoice · Remote Mar 2022 to Jun 2023

- Led UX strategy and product planning across a startup platform.
- Hired and onboarded freelance devs; managed delivery and roadmap.
- Graduate of the Google Startup Accelerator Program 2023.

Director of Product & UX

RenderSEO · Remote Jun 2022 to Nov 2022

- Designed mobile-first store locator, increasing sales by 33% in 3 months.
- Oversaw CRM migration for 3000+ users; improved engagement through redesign.
- Introduced scrum-ban methodology for smoother cross-team collaboration.

Product Designer

RenderSEO · Remote Jan 2021 to Jun 2022

- Role combines UX/UI design & Product Ownership.
- Responsible for data-driven designs and discovery/validation of business and technical requirements.
- Conduct user & market research, project management, and design wireframes/workflows.

Product Designer

Freelance · Remote Jan 2020 to Present

- Branding Design, Web Design, and UX/UI design for Mobile & Web experiences.
- Validate business and technical requirements, parameters, and goals through data-driven designs.
- Conduct User and market research, create personas, and design wireframes & workflows.

Associate Product Manager

LANDR · Montréal Aug 2019 to Jul 2020

- Prioritisation of backlog, DSP integrations, and technical improvements.
- Writing user stories, wireframing, sprint kick-offs, tactical meetings.
- Tracking changes in industry trends to expand products.
- Leveraging data to discover new feature opportunities that improve the DIY Music Distribution experience for independent artists.

EDUCATION

Google Startup Accelerator Program

Google Canada · Spring 2023 · Certification

Product Growth Series

REFORGE · Spring 2020 · Certification

UX Academy Foundations

DesignLab · Fall 2019 · Certification

Product Management Certificate (PMC)

Product School · Fall 2019 · Certification

UX/UI Design

Super Hi · Spring 2019 · Certification

Undergraduate, English Literature

Concordia University · 2015 to 2019

DEP - Secondary School Diploma

St. Thomas High School, Pointe-Claire Quebec · 2004 to 2009

EXTRA CURRICULAR

Out In Tech U Mentorship Program

Oct 2024 to Dec 2024 · Mentor

Women in Product · Sr. Peer Mentorship

May to Oct 2022 · Mentee