

# Jacob McDaniel

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## SUMMARY

A seasoned Principal Product Designer with over 17 years of experience driving impactful design solutions. Experienced in developing enterprise-grade design systems, collaborating with cross-functional teams, and crafting seamless user experiences. Adept in Figma-driven prototyping and user research, consistently transforming digital ecosystems while mentoring design talent.

## SKILLS

- **Design Principles:** Product Design, User-Centered Design, User Experience, UX Design, Strategic Design Thinking
- **Prototyping & Wireframing:** Rapid Prototyping, Wireframing & Sitemapping
- **Tools & Technologies:** Figma Mastery, React
- **Research & Analysis:** Research & Data Analysis, Quantitative & Qualitative Analysis, User Testing & Usability
- **Collaboration & Leadership:** Cross-Functional Leadership, Mentorship, Design Recruiting, Stakeholder Communication
- **Additional Expertise:** Design Systems, Information Architecture (IA), Cross-Platform Design

## WORK EXPERIENCE

### Charles River Labs

*Director of Product Design*

**May 2021 - Sep 2024**

*Remote*

- Transformed a fragmented product design ecosystem by building an enterprise-grade design system using Figma best practices, streamlining consistency across 24+ internal products, reducing inconsistencies by 80% and cutting development time by 25%.
- Mentored and scaled a team of 17 full-stack designers, achieving a 90% retention rate while guiding 2 team members into leadership roles, reinforcing a robust internal talent pipeline.
- Implemented rigorous accessibility and usability testing by conducting deep research, which enhanced user experience and reduced customer support tickets by 30%.
- Collaborated with product, engineering, and QA teams to integrate agile design processes and rapid prototyping, shortening release cycles and improving feature adoption across key user segments.

### Vrbo by Expedia Group

*Design Lead (B2B SaaS Enterprise Software)*

**Mar 2018 - May 2021**

*Austin, TX*

- Redesigned Escapia, a flagship B2B SaaS platform, using Figma and cross-platform design strategies to streamline workflows and increase customer satisfaction scores by 65% within two years.
- Conducted over 50 user interviews and usability studies to uncover friction points, driving a 40% increase in user engagement and reducing onboarding time by 35%.
- Partnered with a global team of 125+ professionals across product, design, engineering, and customer success to deliver scalable features on time and under budget while maintaining high design quality.
- Established a structured feedback loop between design and support teams, leveraging insights to refine the product roadmap and improve feature retention rates.

### Thirsty, Indeed

*Founding Product Designer (Part Time)*

**May 2021 - Present**

*Remote*

- Launched a custom Shopify marketplace leveraging UX best practices and conversion-focused design, boosting average order value by 35%.
- Developed an affiliate collaboration model connecting independent creatives and small brands, expanding the catalog and increasing the repeat customer rate by 25% in the first year.
- Managed the full product lifecycle from concept through development and marketing using rapid prototyping techniques, establishing a scalable infrastructure to support multiple SKUs and seasonal drops.
- Designed responsive digital and marketing solutions—including storefronts, campaign pages, and product customizers—emphasizing wireframing and cross-platform design to enhance mobile UX and conversion rates.

### &Pixels

*Founder & CEO, Lead Product Designer (Part Time)*

**Apr 2010 - Present**

*Remote*

- Directed a remote agency team of 10+ developers, designers, and strategists, successfully delivering over 200 WordPress and Shopify websites for clients in diverse industries such as e-commerce and real estate.
- Boosted client visibility and traffic by 60% through custom, SEO-optimized website builds that integrated strategic product design principles.
- Implemented agile sprint-based methodologies with transparent client communication, reducing average project turnaround time by 20% and elevating client satisfaction.
- Designed and launched 20+ mobile apps, balancing intuitive user experience with interactive design elements to drive engagement and retention.

**U.S. Army****Combat Infantry Sergeant (Contract)****May 2002 - May 2008**

USA &amp; abroad

- Led a 4-man infantry squad during combat deployments to Baghdad, managing mission-critical operations and logistics under high-pressure environments.
- Received the Army Commendation Medal for exceptional leadership, operational execution, and maintaining unit cohesion in adverse conditions.
- Translated battlefield strategies into structured teamwork and accountability, significantly enhancing unit performance and mission success.

**EDUCATION****Johnson County Community College***Associates Degree, Graphic & Web Design***Dec 2002 - May 2008**