

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

May 2021 - Sep 2024

Director of Product Design

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

Mar 2018 - May 2021

Design Lead (B2B SaaS Enterprise Software)

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

May 2021 - Present

Founding Product Designer (Part Time)

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

Apr 2010 - Present

Founder & CEO, Lead Product Designer (Part Time)

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**May 2002 - May 2008***Combat Infantry Sergeant (Contract)**USA & 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**Dec 2002 - May 2008***Associates Degree, Graphic & Web Design*