Jesse Dean
Senior Product Designer

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HIGHLIGHTS

- Led ChargingRewards redesign at **EnergyHub**, reducing opt-outs by 46% through trust-focused UX and lean research.
- Designed patient and care team portals at **Crossover Health**, shipping a self-scheduling feature with 72% adoption that reduced clinic call volume and improved care coordination.
- At **PacketFabric** — founding designer who defined design strategy and principles, built the design function from the ground up, and led 0→1 product design.

SKILLS

DESIGN
User research, Design systems, UX strategy, Prototyping, Information architecture, Usability testing, Data visualization.

TOOLS

Prototyping & Interaction Design
Figma is my go-to. I've also used Framer and Protopie for advanced, high-fidelity interactions beyond what Figma offers.

User Research & Testing
UserTesting, Maze, Lookback, Mixpanel, AI.

Design Systems & Documentation
Figma, ZeroHeight, and Storybook.

Whiteboarding & Collaboration
FigJam, Miro, Whimsical.

Project Management
Jira, Notion, Linear, Productboard.

CODE
HTML, CSS, Javascript, React (familiarity)

METHODOLOGIES
Agile, Lean UX, Design sprints/reviews

EXPERIENCE

EnergyHub / **Senior Product Designer**
September 2023 - March 2025

- Led ChargingRewards redesign, reducing user opt-outs by 46% and boosting trust rating to 4.7/5.
- Ran design sprints and research to align UX with user behavior and grid goals.
- Introduced lean UX practices to speed iteration and foster a test-driven culture.

Early-Stage Startups / **Contract Product Designer**
December 2022 - September 2023

- Led end-to-end design of MVPs and investor prototypes in health tech, AI, and SaaS, defining UX strategy and high-fidelity UI.
- Partnered with founders to shape product direction, align design with business goals, and drive product-market fit.
- Built lightweight design systems and user research workflows to support scalable development and user-informed iteration.

Medable / **Principal Product Designer**
October 2021 - September 2022

- Redesigned Site App to improve workflows and task efficiency, reduce support needs, and boost NPS to +56.
- Led rapid research and usability testing to validate design decisions and drive continuous iteration.

Crossover Health / **Senior Product Designer**
November 2018 - March 2021

- Designed and scaled patient and care team portals, including a self-scheduling feature with 72% adoption that reduced clinic call volume.
- Partnered with clinicians and PMs to shape the product roadmap, prioritize features, and improve care coordination based on real-world needs.

PacketFabric / **Founding Product Designer**
September 2015 - October 2018

- First design hire at Series B startup; defined product workflows, design vision, and system architecture while leading UX for network automation tools, driving a 3× improvement in enterprise onboarding.
- Collaborated with C-level leadership to align design strategy with product-market fit and address early customer needs.