

Contact

Chicago, IL - 262. 498. 7715
userbexperience.design
userbexperience.medium.com
jeansonrebecca@gmail.com

Summary

Staff product designer with nearly a decade of experience across product, UX, and visual design, specializing in complex B2B and SaaS products. I work best in ambiguous spaces: identifying the right problem, aligning teams around a strategy, defining scalable systems, and turning complicated workflows into intuitive experiences. My work spans 0→1 products, platform strategy, AI-enabled experiences, research, and cross-functional leadership, with a particular strength in connecting user needs, business goals, & technical constraints.

Leadership

- Built and ran a UX mentorship pilot at Paylocity
- Supported DEI council goal-setting and initiatives at Able.
- Co-led LGBTQ+ ERG initiatives at Kin + Carta focused on policy change and internal community support
- Speaker & writer

Education

- UI/UX Design Track, Certification, Springboard · 2020-2021
- B.A. Digital Design Concentration, CCNY · 2017

Work Experience

Paylocity: Senior to Staff Product Designer JUNE 2024-PRESENT

- Promoted internally to Staff in August 2025 as scope expanded across platform strategy, workflow automation, AI-enabled products, and cross-functional leadership.
- Lead product strategy across three workflow teams and 25+ engineers, defining a future automation model and reframing roadmap priorities across the platform.
- Shipped an AI-powered form-field generator from hackathon concept to production, balancing automation with customer control and trust.
- Defined a standardized audit-trail model across eight product areas, projected to save 32 sprints of duplicate product and engineering work.
- Led cross-platform discovery and strategy for a CMS vision spanning 25+ content experiences, building alignment across product, engineering, design, and executive stakeholders.

Able: Product Designer II to Sr. PD APRIL 2022-JUNE 2024

- Promoted internally in March 2024 after expanding into research leadership, 0→1 product strategy, and complex client engagements.
- Led research and design for early-stage healthcare, civic-tech, nonprofit, and AI products, often taking ambiguous problems from discovery through product direction and delivery.
- Co-created Quiller, an AI fundraising platform that helped raise \$1.2M pre-seed and won CampaignTech's Best Use of AI.
- Designed complex 0→1 products including clinical-trial forecasting and cardiology experiences, partnering directly with founders, subject-matter experts, product leaders, and engineers.
- Delivered finalist-recognized product work across healthcare and social-impact engagements while helping clients turn loosely defined business problems into validated product direction.

Kin + Carta: UX Designer JUNE 2021-MARCH 2022

- Redesigned an internal applicant tracking system through research, workflow analysis, and agile product delivery.

In-telligent: UI/UX Designer NOV 2020-JUNE 2021

- Introduced the company's first user research and user-centered design process across B2B and DTC communication products.
- Designed product flows, high-fidelity screens, and visual systems from concept through pre-launch.

Freelance Visual Designer OCT 2018-FEB 2021

- Designed responsive websites, brand systems, social assets, PDFs, and marketing collateral for small businesses and independent clients.

ReD Associates: Jr. Visual Comm. Designer MAY 2018-MAY 2019

- Created data visualizations, presentation systems, research artifacts, and brand assets for strategy and research-driven client work.