

Jessica Valentine

Product Design Lead & Strategist

EXPERIENCE

Mozilla

Senior Product Designer // UX Lead

APRIL 2021 - PRESENT

Privacy & Security Consumer Products

- Led UX strategy and managed multiple projects across highly collaborative, agile, cross-functional teams, shaping a cohesive user-centric design vision across portfolio of privacy products
- Led design and strategy for our core global cross-platform VPN product increasing MRR to ~90% (\$230k to \$656k)
- Led product integration with Firefox browser, grew our email masking service (Relay) from 1.4M to 2.26M free users and exceeded the goal of 23K premium subscribers for 2023
- Established initiative to improve the conversion funnel & address customer retention for subscription products, which despite the fact that our customer base for VPN grew YoY, support tickets related to login dropped ~60% and conversion improved ~50%
- Identified and produced new innovative ideas to enhance our processes, products, and culture, guiding our design approaches and communicating to stakeholders effectively to catalyze change
- Introduced service design initiatives to blueprint systems and understand customer journey, pain points, and opportunity areas across products

AUG 2019 - APRIL 2021

Customer Support Experiences

- Established guidelines for a holistic contact support strategy for both free and premium Mozilla users, led implementation across 5+ Mozilla products, improving both CSAT for customer support & the individual products
- Design system creation, IA, and taxonomy restructure for responsive design transformation of support.mozilla.org to optimize self help for customers through enhanced search and recommendation functions promoting ease of use across the platform

frog

Visual Designer

JUNE 2017 - AUGUST 2019

- Top clients: UBS, UnderArmor, Reebok, Travelers, Cigna, BNYMelon, Chipotle
- Design systems UI, end-to-end digital product concepts, and experience strategy consulting for complex systems across variety of industries
- Crafting design solutions within a fast paced, hands on, highly collaborative environment amongst cross discipline teams and clients
- Emphasis on human centered design methodologies and experimentation

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New York

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[LinkedIn](#)

ABOUT ME

A systems level thinker – I design services and experiences with a deep understanding of the user problem, driven by data and tracking impact. Managing processes and building spaces within a company where craft, collaboration, and innovation can thrive amongst colleagues. Upstate NY native, find me boating or walking my dog!

SKILLS

Project Management, Agile/Scrum, Service Design Blueprints, Experience Architecture, Storytelling, Workshop Facilitation, Mentoring, Leadership, Communication, Design Systems, Inclusive Design, Prototyping, Interaction Design, Visual Design, User Research & Testing, Figma, Adobe Creative Suite, Keynote, Google Suite, Github, Jira, Miro, Notion, CMS systems

EDUCATION

Rochester Institute of Technology

BFA Graphic Design

Minor in Advertising & PR