Jesse Cunningham

Product Designer with 10+ years of experience in user-centered design. Currently at Northwestern Mutual working on tools that help The Field make better decisions. Passionate about building outcome focused products that create measurable impact on people's lives.

jesse-cunningham.com
301.648.4204
jacunningham54@gmail.com

Work Experience

Northwestern Mutual / Lead Product Designer

Mar 2022 – Present, Remote, Full Time

Field Rewards encompassed all the ways that Financial Representatives get compensated from commission and bonuses, to awards and recognition. As a design lead, it was my job to manage all aspects of the design process from research and ideation to creative conceptualization and design. As part of my role, I collaborated with product management and engineering leads to research and develop cohesive design plans, early concepts, and prototypes.

Designlab / Design Mentor

May 2022 – Present, Remote, Part time

Provided design critique and career guidance to Designlab students. Both Career Services and UX Academy mentorship included weekly 1:1's with students as well as written and video recorded feedback on deliverables. Designlab's UX Academy included providing critique throughout the design process including project goals, personas, point of view statements, task and user flows, site maps, story boards, wireframes, component libraries, prototypes, and final deliverables.

LendingTree / Lead Product Designer

Sep 2021 – Feb 2022, Charlotte, NC

Coached cross-functional team members on how to be outcome focused rather than output focused. Led weekly design system planning meetings to help get their design assets organized and accessible. Redesigned LendingTree Academy to match new brand standards. Led lunch & learns for the UX and UI team members to help drive a product culture mindset. Created a new hire on-boarding flow and service blueprint.

Duke Energy / Lead UX Designer

Mar 2021 – Sep 2021, Charlotte, NC

Oversaw the UX/UI needs of the Duke Energy Sustainable Solutions department. This included a portfolio of commercial and residential clean energy products. Worked as a player-coach by supporting multiple product teams and coaching junior designers that were working embedded in cross-functional product teams.

Jesse Cunningham 301.648.4204

Education

Kent State / M.S. UX Design

May 2017 – Aug 2019

Studied Usability, Information Architecture, User Research, Interaction Design, UI Design Fundamentals.

Salisbury / B.S. Marketing & Information Systems

May 2010 - Dec 2013

Dual majored in Marketing & Information systems. Consumer Behavior, Business Applications Development.

Skills

Research: Moderated & Unmoderated Usability Studies, Information Architecture Tree Testing, Card Sorting, Synthesis, Jobs-To-Be-Done, Design Thinking, Empathy Mapping

Collaboration: Organizing & Facilitating workshops, Task Analysis & synthesis, Agile Ceremony Facilitation, Design Studios, Persona Creation

Design: Enterprise Design System application & contribution, User Flows, Service Blueprints, Ecosystem Mapping, Wireframing, Interactive Prototyping

Software

Abstract, Adobe CS, Axure, Balsamiq, Figma, InVision, MindManager, Miro, Mural, Optimal Sort, Proto.io, Sketch, Userzoom, UserTesting, Optimal Workshop, Zeplin

Duke Energy / Senior UX Designer

Apr 2017 – Mar 2021, Charlotte, NC

Led design efforts on multiple agile cross functional product teams. Mentored other designers by providing detailed design feedback. Created multiple UI libraries in Sketch to streamline design efforts across product teams. Worked closely with the design systems team to evangelize the Design System. Led design efforts for Piedmont Natural Gas My Account experience. Worked on B2C, B2B, My Account, and various public-facing Duke Energy products. Worked with outside vendors to ensure brand standards were being met.

Duke Energy / UX Designer

Jul 2014 – Apr 2017, Charlotte, NC

Worked on a replatforming project for duke-energy.com. This included applying atomic design principles to build out a new public site UI library in Axure. I was also heavily involved in re-thinking of the information architecture of the new site. Collaborated with multiple internal clients across multiple internal departments to find and interpret business requirements into a fully functional and usable prototypes.

IBTS / UX/UI Designer

Feb 2014 – Jul 2014, Ashburn, VA

Redesigned the business intelligence dashboard using information architecture techniques, usability best practices, and emerging dashboard conventions. Created a content strategy and drafted web information architecture for the label verification webpage to engage visitors and increase conversion rate while decreasing help desk phone calls.

TerpSys / Information Architect

May 2013 – Aug 2013, Rockville, MD

Assisted the User Experience team with site mapping usability testing, wireframes, taxonomy, and other duties as assigned. Analyzed users and their information and functional needs. Interacted with a variety of customers – from large associations and commercial organizations to local non-profits. Communicated with project team including web developers, application developers, and senior project staff to identify and explain user experience requirements.