JESSICA COLTON

Creative Director | Product & Experience Design | Brand Strategy

EXPERIENCE

Co-Founder, Creative Director & Product Designer

Joynt — Mar 2024 - Present

Co-founded a property co-ownership startup, leading product design from concept to beta in under a year. Established the brand identity and design system while directing product experience and supporting rapid go-to-market initiatives.

- **Team Leadership:** Collaborated with a five-person startup team on product strategy, design scope, and directly delivered design, front-end development, and marketing.
- **Product Strategy & Design:** Led product discovery, market research, user interviews, wireframing, and UI design for a new co-ownership platform. Translated customer needs into product features and a cohesive user experience.
- **UX Leadership & Product Development:** Defined user flows, interactions, and product functionality, working alongside developers to bring designs into production. Used user feedback to refine the experience as we moved out of beta.
- **Growth & Activation:** Designed affordability & rent comparison calculators to help prospective customers understand the financial benefits of shared ownership and drive registrations. Connected in-app tools with educational content and acquisition campaigns, using experimentation to improve conversion performance.
- **Integrated Campaigns:** Built Joynt's marketing website in HubSpot, developing custom website modules and using HubSpot analytics to track user engagement and campaign performance. Led an affordability campaign across paid ads, educational content, social video, and buying tools, supporting a platform serving 350 users.
- **Performance Creative & Growth:** Used A/B testing across Google and Meta campaigns to reduce cost per registration from $2 to $0.09 while growing registrations from roughly one per week to 4–6 per day.
- **Brand Repositioning & Systems:** Repositioned Joynt for younger prospective homeowners based on market demand research, replacing a technical, SaaS-focused interface with warmer, candid photography, a softer mixed-case logo, and more conversational messaging. Established brand guidelines and a Figma design system using variables.
- **AI-Assisted Workflows & Asset Generation:** Developed illustrated campaigns and AI-assisted video, refining artwork and editing footage in Adobe tools. Integrated AI workflows to accelerate creative production and support product development.

Creative Director / Head of Communications

Topcoder — May 2023 - Mar 2024

Managed creative and communications through a shift to a self-service business model.

- **Brand Stewardship & Executive Influence:** Challenged C-suite request for a logo replacement after my user interviews revealed the original mark was community designed; presented findings to executives and won support to restore the identity.
- **Creative Leadership & Self-Service:** Led an eight-person design, copy, and marketing team through a six-month rebrand and three-month pivot to a self-service offering. The new experience gave clients faster access to global talent and real-time visibility into their project status.
- **Agile Product Design:** Integrated design into Agile product and engineering workflows, improving team alignment, reducing rework, and accelerating delivery from concept through release.
- **Thought Leadership & Content Strategy:** Redesigned the site to position Topcoder as an authority on global talent and challenge-based innovation. Created content for developers, designers, and enterprise buyers reinforcing Topcoder's collaborative, competitive community.
- **Conversational Design:** Worked closely with Wipro's AI labs to strategize and design emerging conversational AI products.

SUMMARY

Creative leader who connects product strategy, customer needs, and business goals to design products, brands, and experiences people love to use. I lead complex initiatives from research and concept through prototyping, experimentation, and launch, working closely with leadership, product, engineering, and marketing teams. My experience spans consumer products, enterprise platforms, and AI assisted workflows, with a focus on making complex experiences intuitive and turning successful ideas into scalable systems.

KEY ACHIEVEMENTS

Selected for R&D funding from 1,000+ submissions.

Designed the UX for a developer prototyping platform selected as one of 20 projects funded. Judges cited the user experience as a deciding factor.

Reduced cost per registration by 95.5%.

Lowered acquisition costs from $2.00 to $0.09 through creative testing and optimization across Google and Meta campaigns.

Improved task completion time by over 45%.

Used research, prototyping, and usability testing to simplify enterprise HR workflows. Post-launch interviews also indicated improved employee satisfaction.

Built and led high-performing design teams

Grew and mentored design teams of up to 10 people, helping designers advance into leadership roles while staying hands-on with product design and creative direction.

EDUCATION

Bachelor of Arts, Media

University of California, San Diego

EXPERIENCE

Senior Manager, User Experience

Accenture — Jan 2020 - May 2023

Led enterprise design work and coached a 10-person UX team.

- **Client Engagement & Strategy:** Partnered with enterprise clients to uncover product design opportunities, define design approaches, present recommendations, and support proposals for new and expanding engagements.
- **Creative Leadership & Mentorship:** Led collaborative Figma design reviews and hands-on explorations to inspire further educational growth for UX team; coached several designers who earned promotions and went on to lead their own teams.
- **Human Factors:** Led UX and human factors strategy for enterprise clients, working directly with business leaders, researchers, designers, and engineers to solve complex business challenges.
- **Research-Led Design:** Led research, prototyping, and usability testing to improve enterprise applications, including an HR platform where my team and I reduced complex task completion by more than 45%.
- **Innovation & R&D:** Created UX/UI for a tool that generated working prototypes based on users' preferred tech stacks. After the prototype won funding from a pool of more than 1k submissions, partnered with developers to build the application and preserve design quality. The finished tool was demonstrated to clients as a sales aid.

Creative Director

Fairway Technologies — Sep 2010 - Jan 2020

Led UX initiatives for clients across healthcare, education, biotech, and enterprise technology, combining hands-on design with team leadership and client collaboration.

- **Creative Process & Client Collaboration:** Introduced research, wireframes, prototypes, and client reviews to identify feature and design opportunities early before high fidelity work and development, helping teams avoid late-stage rework.
- **Smarter Balanced Reporting:** Strategized and designed UX for teacher-facing customizable assessment reports and a separate parent-friendly results experience. Partnered with the lead developer on information architecture, using client research and later customer feedback to refine the UI.
- **Team Development:** Grew the design team from one to five and mentored designers at various career levels who moved into lead roles. Combined hands-on teaching and collaborative working sessions with structured mentorship.
- **Community Design:** Led end-to-end product design for a community platform supporting athletes with Type 1 diabetes. Collaborated with a healthcare startup to design social tools supporting addiction-related care.

EARLIER EXPERIENCE

Creative Director

Covario, Inc

Designed branded websites and application interfaces for enterprise SEO software, creating a more cohesive user experience. Developed digital marketing assets, event materials, and print collateral to strengthen brand consistency, support sales, and improve client engagement.

Creative Director / UI Manager

St. Bernard Software

Improved consistency and usability across internal review tools, reducing content review time by more than 15%.

Senior Designer

Gateway

Worked within Gateway's R&D team, analyzing thousands of customer feedback submissions to identify opportunities, improve product pages, and develop features.

SKILLS

Leadership

- Creative Direction
- Team Leadership
- Design Mentorship
- Client Engagement

Product Design

- Product Strategy
- UX/UI Design
- Experience Design Strategy
- Visual Design
- Enterprise UX
- AI Product Design
- Design Process
- Wireframes
- Prototyping
- User Research
- Usability Testing
- Design Systems
- Accessibility
- AI Prototyping

Creative & Marketing

- Brand Strategy & Design
- Art Direction
- Market Research
- Visual Storytelling
- Integrated Campaigns
- Motion Design
- UX Writing
- SEO/GEO

Tools & Technology

- Adobe Creative Cloud
- Figma
- Atlassian Tools
- Microsoft 365
- Cursor
- HTML/CSS
- Tailwind
- GA4
- HubSpot
- ChatGPT
- Midjourney
- Google Flow
- Kling AI
- AI-Assisted Design & Workflows