

# Jessa Parete

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## Skills

Product strategy  
Product roadmapping  
Market research  
Agile methodology  
Requirements gathering  
Stakeholder management  
Risk management  
Translate CX insights to features  
Setting user experience vision  
UX research & design  
Service design  
Prototyping & wireframing tools (Adobe, Figma, Creative Suite)  
Quant & qual usability testing  
Customer feedback analysis  
Technical understanding  
Building & scaling diverse teams  
Leadership development  
Executive communication  
Design system management  
Design operations  
Research operations  
Internal tool development  
Content design & management  
Data analysis

## Education

M.S. - Technical & Professional  
Communication (UX concentration)

*University of Wisconsin*

B.A. - English Creative Writing

*John Brown University*

## Conferences

2023 PUSH UX  
2022 Design Leadership Summit  
2022 UXDX  
2021 UX Strategy  
2021 Remote Design  
2020 Remote Design Speaker  
2019 Design Leader Summit  
2019 SIC 2019 Big Design  
2018 LocoRetail  
2018 Big Design  
2016 SXSW

## Languages

Chinese - Bilingual

## Experience

### HEAD OF DESIGN PLATFORM PRODUCTS

Capital One | Enterprise Design | 2023 - Now

- Drove design strategy and development of platform products and services for all of Capital One design organization, including risk management, cyber security compliance, audit remediation, vendor tools and research operations
- » Managed portfolio of 10+ platform products and services for Capital One's design organization. Drove and contributed to creative direction and execution of products along the customer journey from ideation to deployment.
  - » Streamlined execution cycle or 7+ product contract negotiations with third party technology, reducing the cost of contract by 85.6% YOY.
  - » Took over design plugin development strategy, which had stalled for 18 months, streamlining development within two months.
  - » Led design organization's audit remediation in 2023, delivering 100% issue remediation ahead of schedule while improving compliance testing rates for Capital One design from 78% to 86% within a quarter.
  - » Enhanced team engagement scores by +12pts and achieved 90% leadership satisfaction.

### HEAD OF DESIGN STRATEGY & RESEARCH

Capital One | Auto Finance | 2022 - 2023

Crafted design system products, platform capabilities, and customer research insights for Capital One's auto finance design organization, aligning closely with business and customer needs.

- » Partnered with senior product VP in analyzing online car buying market segmentation, optimizing feature sets by 50% for critical product development.
- » Collaborated with a senior market analyst to assess potential customer segment size for an in-app negotiation feature, demonstrating a 10pp increase in customer desire.
- » Implemented streamlined design cycle practices for platform product development and backend services, including agile ceremonies and sprint planning.
- » Optimized associate research processes, increasing conducted studies by 32%.
- » Initiated the first CX data capability in auto finance for Capital One, prioritizing 84.5% of user insights for development.

### DIRECTOR OF END-TO-END PRODUCT EXPERIENCE

Capital One | Auto Finance | 2020 - 2022

Built system-level program to track customer experience gaps across 18+ auto finance products, leading to team expansion and promotion to senior director.

- » Led customer research across lender, dealer, and consumer spaces, informing product teams of feature opportunities.
- » Proposed and built team to launch new data tracking system, reducing time to view data for designers by 82%.
- » Implemented 4 strategic initiatives within Financial Services design org, leading to launch of CX organization for top of house design.
- » Fostered cross-functional collaboration with product, engineering, legal, compliance and other UX leaders.
- » Implemented metrics for tracking projects, bandwidth, and design review standards across 5 lines of business, leading to 58% increase in product design reviews.

### HEAD OF ASSOCIATE PRODUCT DESIGN

Walmart | Associate Digital Experience | 2019 - 2020

Led cross functional and distributed team of 20-30 employees to research, design and develop Walmart and Sam's Club associate products for 1.3 million users.

- » Fostered relationships with product, engineering, and UX leaders to implement user-centered designs and research.
- » Led interface designs, reducing Walmart store solution development cost by \$13 million in 2020.
- » Designed research studies for 30+ products (qualitative & quantitative). Collaborated with national and international teams, delivering 400+ designs.
- » Built high-performing, multi-disciplinary team, increasing productivity by 49% in the first year. Implemented agile-focused design changes, increasing design delivery efficiency by 22%.
- » Launched internal design challenge program to evangelize design thinking and develop rapid problem solving skills between designers, engineers and product managers.
- » Established design system to maintain coherence across platforms.

### PRODUCT DESIGN LEAD

Walmart | Data | 2017 - 2018

Lead designer for in-house research and design team, working across multiple product verticals.

- » Oversaw the redesign of 8 major people data products, resulting in a avg. of 18% - 23% increase in usage.

### PRODUCT INNOVATION DESIGNER

Walmart | Store 8 | 2015 - 2017

Led daily operations of the innovation lab, overseeing the onboarding of 82 - 88 startup technologies each year.

- » Owned and launched the first international open tech call for Walmart, with 80+ international startups attending
- » Launched intern hackathon program, resulting in the successful launch of customer-return labeling system within the Walmart app.

### CONTENT DESIGNER

Ivie & Associates | 2014 - 2015

Created and maintained social content for Walmart's (client) platforms and audience of 34 million. Led social team in selecting metrics to define, track and analyze interaction of different content.

### EDITORIAL MANAGER

John Brown University | 2011 - 2014

Developed and managed web content, social media accounts, branding campaigns and printed material for the university. Managing editor and writer for alumni magazine (cir. 19,000), increasing subscription services by 9.8%.