

Jillian Festa

Senior SaaS product designer & manager, accessibility analyst

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Experience

- Ignis AI** Remote
Senior Founding Product Designer June 2025 – Present
- First design hire, leading 0-to-1 design of AI-powered HR products, owning end-to-end UX from early concept through production launch
 - Assumed design leadership and organization-wide ownership following team restructuring, becoming the sole design owner across multiple product lines
 - Serve as the primary design voice across Product and Engineering, translating requirements and technical constraints into cohesive product design strategy, articulating tradeoffs, and influencing roadmap decisions to align user needs with business goals
 - Accelerated delivery of core platform UX by ~5 months, independently defining and shipping designs in 2 weeks and enabling engineering implementation 3 months ahead of target
 - Lead and mentor product designers, setting direction, delegating work, reviewing deliverables, and maintaining high design quality and consistency
 - Established Ignis AI's first design system and component library, enabling scalable development; spearheading WCAG 2.1 AA accessibility compliance reviews in partnership with Engineering
 - Design complex AI-driven workflows in Figma, translating technical capabilities into intuitive, human-centered user experiences
 - Create high-fidelity, interactive prototypes to support rapid iteration, usability testing, and executive-level product reviews; piloted AI design tools
 - Elevate design culture by introducing feedback rituals, documentation practices, and shared design principles across the Product organization

- Wunderkind** Remote & Manhattan, NY
Product Designer II & Accessibility Analyst October 2023 – June 2025
- Led end-to-end UX/UI design for Studio, Wunderkind's first AI-powered self-serve marketing platform, enabling marketer activation and reducing manual campaign design effort by ~80% through self-serve workflows
 - Maintained a scalable design system in Figma, creating variable-driven components and high-fidelity prototypes to accelerate cross-functional alignment and reduce developer handoff time
 - Partnered with Product Management and Engineering in agile sprints, leveraging data-informed insights and usability testing to improve initial build accuracy by aligning on UX and edge cases upfront, reducing design-related clarification tickets by ~84%
 - Championed inclusive design as the dedicated Accessibility Analyst: performed comprehensive WCAG 2.1 AA audits, integrated accessible components, and trained stakeholders on accessibility best practices, achieving 100% new product compliance

- Senior UX Design Manager July 2022 – October 2023
UX Design Manager January 2022 – July 2022
- Directed a multidisciplinary UX organization, overseeing UX Design, UX Research, and Digital Accessibility teams, delivering WCAG 2.1 AA-compliant end-to-end experiences
 - Co-owned strategic vision and OKRs with the VP of UX Design: defined department goals around user satisfaction, accessibility compliance, and efficiency; tracked progress via key metrics that reduced design debt, improved NPS, and hit 100% of quarterly targets
 - Designed and implemented Design Ops and Research Ops frameworks, standardizing workflows, templates, and tooling across disciplines; these efforts cut design cycle time by 40%, increased cross-functional handoff quality by 65%, and reduced the cost per project
 - Led company-wide UX knowledge sharing sessions to educate cross-functional teams, drive engagement in UX best practices, and spotlight accessibility considerations in every session

- Product Designer April 2020 – January 2022
- Designed, prototyped, and presented internal and client-facing software, translating user research into high-fidelity mockups
 - Selected as the R&D Product Design Owner of Client Tools; partnered with Engineering to improve UX, accessibility, and consistency
 - Led the translation of Wunderkind's rebrand into UI patterns

- Senior Web Designer July 2018 – April 2020
- Managed design and accessibility for enterprise clients; delivering interactive web experiences that improved engagement and campaign performance across hundreds of client sites
 - Partnered with CEO and VP of Product Design on software concept design; mentored junior designers and shipped accessible, responsive interface components at scale

Skills

Product Design

Figma (design system creation & prototyping), end-to-end UX design, interaction design, AI/ML product design, enterprise SaaS UX, accessible design (WCAG 2.1), design thinking, design leadership in ambiguous 0-to-1 environments, product strategy, spec file creation

Research & Validation

UX research, usability testing, data-informed design, synthesis & insights

Cross-Functional Leadership

Product & engineering collaboration, stakeholder alignment, mentorship & coaching, design operations, executive communication

Technical Foundations

HTML, CSS, responsive design, accessibility success criteria definition and testing, design QA

Volunteer, Certification, & Honors

Make My Day, Inc. Volunteer Lead UX/UI Designer and Consultant | January 2024 - January 2025

IAAP CPACC (International Association of Accessibility Professionals - Certified Professional in Accessibility Core Competencies) | 2022

Deque University certificates for accessibility coursework | 2022

Interactive Multimedia Senior Showcase Jury Award for exceptional presentation and technological innovation | Inner Speaker app | 2018

Education

The College of New Jersey | BA Interactive Multimedia | BS Business Administration - Marketing | GPA: 3.86 (magna cum laude)