

# JESSICA DEMARTINI

(707) 273-3572 | Sonoma, CA | [contact@jessicademartini.com](mailto:contact@jessicademartini.com) | [LinkedIn](#) | [jessicademartini.com](http://jessicademartini.com)

## CAREER SUMMARY

- Senior-Level Digital User Experience professional with 15+ years of extensive experience coaching cross-functional design teams in delivering customer-centric solutions that enable productive processes and measurable client satisfaction.
- Recognized for distilling complex problems into simple, compelling stories that identify improvement points through storytelling, journey maps, service blueprints, workshop facilitation, and various customer solution activities.
- Coached and mentored upwards of 20 team members in strategy, alignment, research and analysis, process improvement, and change management from transactional experience design production to solution-oriented strategic experiences.
- Defined and led the delivery of a 3–5 year UX Strategy & Vision for Talent Development, driving strategic alignment, team leadership, and measurable impact—recognized for strategic mindset and nominated for a leadership award three times.
- Led the design and delivery of Sidebar at ServiceNow, driving two major pivots over nine months to enhance agent productivity and customer satisfaction while ensuring on-time design delivery, cross-functional alignment, and a 3–5-year strategic vision for long-term success.
- Successfully contributed to a 7% increase in the top box CX score over 12 months, resulting in reaching the targeted goal of 80%, and continuously researching solutions to ensure the delivery of experiences that delight.

## CORE COMPETENCIES

- Senior Level Leader
- Digital User Experience
- Vendor Management
- UX / UI
- Strategic Planning
- Product Management
- Process Improvement
- Change Management
- Communications Strategy
- Customer Centric Solutions
- Agile / Lean Methodologies
- SaaS
- Live Agent Chat Support
- Conversational AI
- AI Solutions
- Authentication
- Data Analysis & User Research
- Service Design
- Journey Mapping
- Website Personalization

## PROFESSIONAL WORK EXPERIENCE

### Intuit

Principal Product Designer, Intuit Enterprise Suite  
(Remote, November 2024 – Present)

- Understand the digital and non-digital experiences of enterprise users at Intuit.
- Leverage insights to shape a long-term design vision that aligns teams.
- Drive future innovation based on user experiences.
- Immerse in user workflows and business needs to identify opportunities for impact.

### ServiceNow

Sr. Staff AI Product Lead, Platform  
(Remote, March 2024 – November 2024)

Lead a cross-functional team to empower business units with actionable Gen AI solutions that drive productivity for customer service, IT, and HR agents.

#### Key contributions:

- Team leadership: Scale a high-performing team through clear communication, prioritization, and collaboration.
- Pattern documentation: Create accessible, platform-level Gen AI patterns for seamless adoption.
- Stakeholder engagement: Build strong relationships to align AI solutions with business needs.
- Communication strategy: Enhance visibility and understanding of AI-driven patterns.
- Efficiency gains: Optimize workflows for higher-quality outputs and stakeholder impact.

## PROFESSIONAL WORK EXPERIENCE CONT.

### ServiceNow

Sr. Staff UX Architect, Platform  
(Remote, August 2022 – March 2024)

Led the 3–5 year UX Strategy & Vision for Talent Development, driving alignment between strategy, team leadership, and measurable impact. Recognized for strategic mindset; nominated three times for an organizational leadership award.

Key achievements:

- Strategy & vision: Defined a long-term UX strategy, outlining future states, objectives, and key metrics.
- Leadership: Led a multidisciplinary team, fostering collaboration to successfully deliver the strategy.
- Recognition: Nominated for a leadership award (3x) and recognized for strategic contributions.
- Alignment & focus: Identified critical focus areas to ensure business and product goal alignment.
- Measuring success: Established clear metrics for progress, ensuring accountability and continuous improvement.

Sr. Staff Product Designer, Conversational Interfaces  
(Remote, September 2021 – August 2022)

- Provided leadership on enterprise agent chat product and an internal collaboration tool which allows agents to effectively and efficiently support their customers through conversational interfaces.
- Lead a cross-functional team in the development of a 3–5 year vision for a conversational collaboration tool which empowered employees to improve their workflows and processes.

### Wells Fargo

AVP, Principal Experience Strategist  
(Remote | Feb 2021 – Sept 2021)

- Led conversational AI & live agent chat, driving measurable improvements in customer success metrics.
- Translated leadership priorities into clear workflows, improving team efficiency and alignment.
- Mentored 20+ team members, elevating strategy, research, and process improvement.

AVP, Customer Experience Strategy Lead  
(Remote | July 2020 – Feb 2021)

- Defined key metrics and streamlined reporting, reducing response times and improving customer success.
- Used storytelling, journey maps, and blueprints to uncover and address customer pain points.
- Coached cross-functional team, fostering alignment and strategic execution.

Customer Experience Strategy Lead  
(Remote | Nov 2019 – July 2020)

- Led authentication experience redesign, driving a 74% drop in password suspensions and a 64% decrease in support calls.
- Established closed-loop feedback systems to improve customer effort scores.
- Strengthened team execution by improving business alignment and response times.

Customer Experience Strategy Consultant  
(Remote | Mar 2018 – Nov 2019)

- Led product design enhancements for chat customer service, improving CX scores by 6% in 12 months.
- Influenced cross-functional teams to optimize both customer and agent experiences.
- Developed agent training programs, strengthening client relationships and support quality.
- Contributed to a 6% CX score increase, reaching the 80% target within 12 months.