

Lead Product Designer

Jules Bennett

I lead product and platform design where the problem isn't fully defined yet. My work spans design systems, evaluative research, and cross-product strategy, with a consistent focus on the decisions those systems enable. Eight years in, across consulting and embedded product leadership, I've learned that lasting design impact shows up in not just how products look, but how teams operate.

Experience

Lead Product Designer / GoGuardian

2022 — present / Remote

Lead UX across GoGuardian's Safety & Productivity suite — a multi-product SaaS platform (Admin, Teacher, Beacon, Org Management, Discover) serving millions of K-12 users.

- Built and institutionalized a cross-product design system across six products, increasing design-to-development velocity by 50% and reducing production defects by 30%.
- Re-architected reporting systems and embedded research and accessibility into roadmap and executive decision-making, increasing perceived product value by 35% and NPS by 37.5% YoY.
- Aligned Product and Engineering leadership around shared platform architecture and delivery standards through structured facilitation and cross-functional working sessions.
- Raised research rigor and systems fluency across design and PM teams through embedded coaching and shared methodologies, accelerating adoption org-wide.

Founder & Product Designer / DreamSphere

2024 — present / Side project

Leading product strategy and design for an AI-powered dream journal from 0→1. Built on the premise that self-understanding comes from recognizing patterns across dreams, not logging individual dreams. Responsible for product direction, design, and early-stage user research.

UX & Product Designer / ITX Corp.

2021 — 2022 / Remote

Led research and UX strategy for enterprise financial services and education platforms.

- Improved task success and satisfaction by 15% through structured usability testing and iterative prototyping — with synthesis that directly shaped product prioritization.
- Co-created a shared component library, reducing design-development cycles by 30% and improving cross-team consistency.
- Embedded qualitative research into sprint planning and prioritization, shifting product decisions from assumption-based to evidence-based.

Service & Interaction Designer / Fjord (Accenture Song)

2018 — 2021 / San Francisco, CA

Designed enterprise-scale service and product experiences for PayPal, Wells Fargo, Microsoft, and Berkshire Hathaway.

- Led end-to-end design across research, concept development, and launch for multi-channel service ecosystems — navigating complex stakeholder environments and ambiguous briefs.
- Facilitated qualitative research and service design workshops with C-suite stakeholders to surface opportunity areas and align cross-channel strategy.
- Redesigned onboarding and retention flows for Microsoft Aspire, improving early-stage engagement and establishing a model for systematic UX investment across the program.

Educator / Aspire Public Schools / Colegio Líderes de México

2010 — 2016 / Mexico & Oakland, CA

Taught in bilingual K-12 environments, designing iterative learning systems and feedback structures that shaped my approach to facilitation, research, and structured decision-making.

julesdbennett.com

jules.d.bennett@gmail.com

408.206.5428

Skills

Core Expertise

Design Systems & Governance · Platform & Multi-Product UX · Accessibility · Experience Architecture · UX Design · UI Design · Interaction Design · Visual Design · AI Product Design · User-Centered Research · Prototyping · Typography · Layout

Organizational Impact

Cross-Functional Alignment · Executive Communication · Roadmap Influence · Design Operations · IC Leadership · 0→1 Product Development

Tools

Figma · FigJam · Storybook · Sprig · Maze · HTML/CSS

Education & Certifications

Staff Designer: Influence & Lead as an Individual Contributor

Maven / 2026

Design Systems

Memorise.ly / 2024

Accessibility Fundamentals

Level Access Academy / 2023

Measuring UX and ROI

NN/g / 2022

UX/UI Certification

UC Berkeley / 2018

MA Education

UC Santa Cruz / 2012 – 2013

BA History

UC San Diego / 2008 – 2010