

Jenileigh McKeon

Senior Product Designer

EXPERIENCE

Senior UX Designer

BODi

Nov 2025 – Present | Contract | Remote

- Led UX design for BODi’s migration to Shopify, shaping e-commerce experiences, promotions, and product launches.
- Designed and validated a Bundle Builder feature that increased **AOV by 55%** in 12 days and became a permanent product feature.
- Led UX for a supplement promotion that generated **\$500K+ in revenue** over nine days.
- Built scalable merchandising systems with Shopify Metaobjects and standardized engineering handoffs through reusable documentation.
- Used Figma Make, Amplitude AI, Microsoft Copilot, and Lovable to accelerate research, prototyping, analytics, and documentation.

Freelance Product Designer

Freelance

Aug 2021 – Nov 2025 | Remote

- Led UX strategy for SaaS, fintech, and e-commerce clients.
- Directed a WooCommerce-to-Miva migration for an automotive aftermarket retailer.
- Used AI to accelerate research, wireframing, prototyping, and documentation.
- Created reusable components, developer-ready handoffs, and standardized team processes.
- Designed and optimized responsive email campaigns using A/B testing to increase engagement and sales.

Product Designer

Schedulicity

Feb 2024 – Sep 2024 | Full-time | Hybrid, Bozeman, MT

- Led end-to-end design for Annual Subscriptions, Two-Way Calendar Sharing, SMS Marketing, and Custom Forms.
- Annual Subscriptions generated **\$125K** in seven months with **10% adoption**.
- Service Waitlists facilitated **58K appointments** and **\$4.6M** in platform commerce.
- Partnered with Product and Engineering to deliver developer-ready solutions.

Senior UX Designer

Schedulicity

Sep 2021 – Feb 2024 | Full-time | Hybrid, Bozeman, MT

- Led Schedulicity’s first cross-platform design system across Web, iOS, and Android.
- Owned the design system roadmap, governance, documentation, and adoption.
- Served as sole designer for four months, leading research, feature design, and testing.

Senior Visual Designer, Product Marketing

Plex

Sep 2017 – Aug 2021 | Full-time | Remote

- Redesigned Plex.com, increasing **engagement 25%** and **sign-ups 35%**.
- Led launch campaigns generating **\$1.5M+ in Plex Pass revenue** within 48 hours.
- Conducted UX research and A/B testing to optimize lifecycle marketing.

Senior Designer | Lead Front-End Developer

Bumble and bumble. | Estee Lauder Companies

Jun 2010 – May 2017 | Full-time | On-Site, New York, NY

- Led UX, visual design, and front-end development across digital products.
- Modernized the digital ecosystem into a mobile-first experience.
- **Increased sales 20%, doubled engagement**, and earned **2 GDUSA Awards**.

Web Designer | Front-End Developer

Travel Impressions LTD

Jun 2007 – Jun 2010 | Full-time | On-Site, Farmingdale, NY

- Designed and developed the company's **first direct-to-consumer website**.
- Created campaign landing pages and microsites that drove acquisition.
- Mentored designers transitioning from print to digital experiences.

631-965-2194

jen@jenmckeon.com

www.jenmckeon.com

SUMMARY

Senior Product Designer with 10+ years of experience in SaaS, fintech, and e-commerce. I specialize in accessible design systems and app UX, blending product thinking with dev fluency to ship real-world solutions that scale.

BOOTCAMPS

Memorisely

UX/UI Design (2024) • Design Systems (2022)

EDUCATION

NYU School of Professional Studies

Continuing Education

Jul 2017 – Aug 2017 | JavaScript

Feb 2013 – May 2013 | Intro to C/C++

Apr 2011 | Creating Websites for Mobile Devices

Hofstra University

B.A. Graphic Design

Sep 2003 – May 2007

AWARDS

Graphic Design USA: **American In-House Design Award**

- June 2013 – “Bb. Blow Dry Sessions” how-to video series
- June 2013 – “Bb. Color MINDED” product launch campaign

SKILLS

UX & Design: Figma, Prototyping, Usability Testing, Accessibility (WCAG), Zeroheight

Collaboration: Agile, Stakeholder Comms, Dev Handoff, UX Workshops, Mentorship

Tools: Adobe CC, Jira, Notion, Confluence, Miro, Zeplin, Maze, Useberry, Amplitude, Kibana, Lovable, Figma Make

Front-End: HTML, CSS (SASS), JavaScript (ES6), Git, WordPress, Miva, Email Dev