Jenileigh McKeon

Senior Product Designer

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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.

EXPERIENCE

Freelance Product Designer
Freelance

Aug 2021 – Present | Remote

- Leading product design and systems for SaaS, fintech, and DTC clients, including Bajío Sunglasses and Automotive Integrations
- Redesigned e-commerce flows like checkout and PDPs to improve discovery, performance, and accessibility
- Prototyped WCAG-compliant components and collaborated with engineers to reduce design debt
- Built modular templates for scalable, brand-customizable UX and A/B-tested email campaigns to improve conversions
- Created portfolio prototypes to highlight process, edge cases, and dev-ready UX

Product Designer
Schedulicity

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

- Led strategy and execution of Schedulicity's first cross-platform design system (Web, iOS, Android), including audits, documentation, accessibility improvements, and engineering alignment
- Owned onboarding, governance, and adoption of design system across teams
- Acted as sole designer for 4+ months during team leave; managed roadmap, user research, feature design, and testing
- Designed and shipped high-impact features including Annual Subscription, Account Verification, Chargeback Protection, Client Details, Waitlist, and My Appointments
- Created end-to-end UX flows and dev-ready mocks for third-party integrations like Google Calendar and Twilio SMS Marketing

Senior Visual Designer, Product Marketing
Plex

Sep 2017 – Aug 2021 | Full-time | Remote

- Redesigned marketing site (+25% time on site, +35% signups).
- Led design and execution for campaigns that generated $1.5M+ in 48 hours.
- Built modular email templates to scale campaigns and maintain brand consistency.

Senior Designer | Lead Front-End Developer
Bumble and bumble. | Estee Lauder Companies

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

- Redesigned e-comm site with responsive layout; boosted sales 15%.
- Led Flash deprecation; won 2 GDUSA design awards.

Web Designer | Front-End Developer
Travel Impressions LTD

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

- Designed and developed company's first direct-to-consumer website.
- Supported campaigns through landing pages and microsites.

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

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