



JACK G. BOWEN

Product Design + UX Research

Site www.jbowen.design
Email Jack@jbowen.design
Phone 415.302.2734
City Los Angeles, CA. 90293

ABOUT

I'm a user-centered UX, UI, & Product Designer with over eight years of experience. I drive strategy & collaboration with thorough research & an iterative design process that leads to measurable solutions & delightful user experiences.

RECOGNITION

2018 APPY AWARDS

Investor's Business Daily App was selected as a top 3 finalist in the Finance category of the 2018 APPY Awards

EDUCATION

**The Art Institute of California,
San Francisco**

Bachelor of Science, Web Design & Interactive Media

June 2014

SKILLS

Product Design UX/UI Leadership

Surveys Strategic vision & Direction

Complex Problem Solving Figma

Analysis Prototyping UX Research

Communication Journey Mapping

User Interviews Usability Testing

Card Sorting Collaboration

EXPERIENCE

The Honest Company

Mar. 2022 – Aug. 2023

UX Lead

- Introduced the concept of UX Maturity & advocate for a user-first mindset in product development
- Introduced and created a design system for improved collaboration with engineers and design consistency
- Led research & design for a "Build Your Own Bundle" feature
- Mentored and led a team of two designers cross departmentally
- Redesigned subscription management interface to increase retention
- Led research & design for a site IA overhaul to increase product discoverability and findability, ATB/UPT, & Conversions
- Ran baseline & benchmark user tests to inform & measure UX solutions
- Conceptualized & redesigned PDP based on discovery and user feedback
- Worked with brand partners and executive team to create a 3rd party marketplace on honest.com
- Introduced and defined loyalty program across honest.com to increase lifetime value and incentivize conversion
- Led a redesign of the diaper and wipe subscription to better meet the user's expectations and provide a more usable, intuitive experience

Techstyle Fashion Group

Nov. 2018 – Mar. 2022

Senior Product Designer

- Led UX research on key business initiatives and collaborate with execs, PMs, and dev to uncover user insights and help drive the direction
- Created a design system from scratch for the launch of a new brand (Yitty)
- Led UX/UI design team and research for Fabletics Fit App
- Introduce user-first mindset to product process
- Craft & run user tests to validate and inform features for business initiatives
- Led redesign of Fabletics.com checkout and increased new lead conversion by 8% and gross margin by 4%
- Led product design for new brand launch (Yitty.com), including research, designs, full design system, collaboration with business & engineering
- Led UX/UI design team and research for Fabletics Fitness App
- Created UX research roadmap to ensure qualitative data was available to help inform the proper solution- Navigation/IA research and improvements

Investor's Business Daily

Nov. 2016 – Nov. 2018

UX/UI Designer

- Led re-design of Investor's Business Daily iOS App and improved it's App Store rating from 1.3 stars to 4.7 stars
- Identified gap in product line while sunseting an outdated feature which led to a brand Stock Screener new product
- Collaborated with cross departmentally to identify business objectives & KPIs
- Conceptualized features & products to increase user engagement
- Introduced components and design system for app and website