

# Chelsea Jones

## Lead Product Designer

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### SUMMARY

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Lead Product Designer with 8+ years of experience in B2B, SaaS, fintech, and ecommerce. I specialize in complex, high-stakes product problems, from zero-to-one feature design to full ecosystem redesigns. Lately that work has focused on fintech: specifically payments and loyalty, where the stakes are high and the margin for error is small. I lead with research, design to systems, and advocate hard for the user at every stage. Pursuing senior design leadership roles: Lead, Principal, Head of Design, or Director.

### EXPERIENCE

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#### **Lead Product Designer** · Code and Theory (formerly YML) 2020–Present

- Currently leading design, research, and production on Clover Estimates: a zero-to-one feature for professional services merchants covering estimate creation, client communication, and invoice conversion. Shipped MVP October 2025, post-MVP February 2026.
- Led end-to-end redesign of Clover's loyalty and marketing experience over a 12-month engagement as sole design lead. Redesigned merchant onboarding, program creation, dashboard, and the full customer-facing checkout loyalty experience across the Clover device suite. Demoed to senior Fiserv leadership: investors wanted to begin building immediately.
- Shipped enterprise solutions across multiple industries, working for clients including Clover, Amway, Champion, Under Armour, Volvo, and more.
- Conducted competitive analysis, led merchant and user interviews, and produced research synthesis documents that directly shaped product strategy and stakeholder decisions.
- Collaborated closely with engineering and product teams through PRD reviews, design QA, and build: ensuring design intent was preserved through to production.
- Advocated for user needs throughout both engagements, pushing back when technical constraints would have moved the experience backwards and proposing net-new design patterns to resolve conflicts without breaking existing merchant mental models.
- Designed end-to-end product experiences for B2B and SaaS clients across fintech, enterprise software, and professional services.

#### **Product Designer** · HUGE 2017–2020

- Designed user interfaces and experiences for web and mobile products across a range of industries.
- Conducted UX research, competitive analysis, and user testing across multiple concurrent client engagements.
- Collaborated with cross-functional teams including product managers, engineers, and stakeholders to define scope and deliver against business goals.
- Contributed to design systems, component libraries, and documentation standards used across the agency.

### CAPABILITIES

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Accessibility Design · AI/ML Personalization · UX Research and Strategy · B2B SaaS Design Strategy · Enterprise Software Design Strategy · Design Systems · Fintech · Ecommerce · POS Systems · Payments and Loyalty