

Jeffery Dernbach

Product Designer
Seattle, Washington

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Senior Product Designer with 15+ years' experience delivering accessible, **AI/ML** data-driven platforms, consumer and enterprise software for **North America** and **EMEA**. Recognized for blending strategy and execution through measurable product and increased revenue. Seeking Senior Design positions where UX drives business growth.

U.S. citizen requiring visa sponsorship for EU/EEA employment (willing to handle relocation logistics)

PROFESSIONAL EXPERIENCE

Senior Product Designer

Oct 2023 – Sep 2025

Mars Veterinary Health | Los Angeles, California (remote)

- **Led localized UX strategy** on the Accounts and Appointment Scheduling experiences that resulted in **80% increase** in user CSAT scores and decreased issue resolution time by 5 minutes in **USA and EMEA operations**.
- **Built cross functional relationships** with stakeholders and leadership team by developing and aligning UX strategy and user JTBD goals with AI and product targets across multiple brand subsidiaries.
- **Increased operational efficiency by 25%** by designing a new Hospital Operations Dashboard.
- Established a standardized design critique cadence that **reduced engineering revisions by 10%** and **improved visual brand consistency by 20%** across the platform.

Senior Product Designer

Jun 2022 – Sep 2023

ZV Designs | Berlin, Germany and Seattle, Washington

- **Defined product requirements** and generative research with global fashion manufacturers and supply chain managers to produce the quality and safety solution requirement roadmap, and high-level product design flows, aligning with business, **GPSR, SDS, and GDPR requirements**. Metrics under NDA.
- Produced and designed an **AI/ML driven financial app** for retail investors focused on passive income strategies.
- Researched and applied emerging **LLM** and **Gen AI** technologies to interaction design by developing casual games using P5.JS, HTML5, and CSS.

Senior Product Designer and Team Lead

Apr 2017 – Mar 2022

T-Mobile CSDE | Bellevue, Washington

- Visual Voicemail: Expanded product features and redesigned the mobile platform resulting in an improved customer journey and **50% higher CSAT score** as measured by customer responses.
- DIGITS (web platform): Led design effort resulting in a **7% and then a 20% increase** in subscribers **year over year**. Increased operational efficiency by **reducing CSR calls by 15%** over a 24-month period.

- Decreased the number of design rework requests by engineering by 15% by implementing a design to development Angular and React component verification process.

User Experience Practice Manager

May 2012 – Jan 2017

iLink Digital, Inc. | Bothell, Washington

- **Led cross functional teams** working across multiple SaaS and Mobile application eco systems, created **50 products** which generated revenue of **\$2 million** every year
- Built and led a **24-person, global UX team (USA, EMEA, Asia)**, improving design delivery speed by **30%** by aligning international UX strategy and accessibility standards as measured by sprint-over-sprint velocity and design revisions without sacrificing design quality.
- Directed product strategy for high-impact SaaS platforms. Highlights: Driving a **40% engagement increase (15M new users)** for NORAD Tracks Santa from year 1 to year 4, and **reducing service rep training time by 60%** for Transcore as measured by onboarding time statistics.

CORE SKILLS & EXPERTISE

Design and Strategy: Product Design, UX Strategy, Design Systems, Accessible & Ethical Design, Data Visualization

Research and Analysis: Generative & Evaluative Research, Usability Testing, Ethnographic Studies, Behavioral Mapping

Process and Leadership: Agile/Scrum, Stakeholder Management, Requirements Gathering, Storytelling

Tools and Technology: Figma, Sketch, Principle, ProtoPie, Miro, Generative AI, Jira & ADO, Claude, Open AI, Gemini

EDUCATION, LANGUAGES, & RECOGNITION

Education: Rochester Institute of Technology – B.S. Information Technology - Human Computer Interaction

Languages: English (Native) | German (A2)

Awards: Recognized for **design leadership** on multiple award-winning platforms including: **UN World Food Programme** SaaS Application (Microsoft Partner of the Year), **VCA SaaS Application** (HIMSS Healthcare App of the Year), **Kuwait Oil Company Field Tool** (ADIPEC Best Technology Innovation), and **Windows 8 Design** (Microsoft Partner of the Year).

Volunteer & Community: Top 50 Mentor (ADPList), UXPA Seattle Social Media Coordinator, UX Conference Speaker (Various), Design Competition Juror (UX India).