

Jacqueline Sullivan

Senior UX / Product Designer

Contact Information

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Professional Summary

Senior Product Designer with 8+ years of experience leading end-to-end design for enterprise and consumer digital products, from discovery through delivery. Proven ability to translate customer insights, business strategy, and data into intuitive, scalable product experiences that drive measurable outcomes. Skilled in systems thinking, user-centered design, accessibility, design systems, and AI-enabled product innovation. Recognized for influencing product direction, mentoring designers, and partnering across product management, engineering, research, and business teams to solve complex customer challenges.

Core Competencies

End-to-End Product Design. Customer Journey Mapping. Information Architecture. Systems Thinking. Product Strategy. Service Design. Experimentation & Prototyping. Stakeholder Influence. Product Experiences and Design Workflows. Enterprise Platform Design. Responsive iOS, Android, and Web Design. Onboarding and Conversion. Design Systems and Scalable Patterns. User Research and Usability Testing. A/B Testing and Experimentation. Product Metrics and Data Analysis. Accessibility Design. Storytelling and Presentations.

Professional Experience

Senior User Experience Designer

FIDELITY INVESTMENTS | Smithfield, Rhode Island | May 2024 – May 2026

- Led end-to-end product design for complex enterprise platforms supporting executive reporting, workforce planning, and operational visibility, defining customer journeys, interaction models, and scalable experiences from discovery through delivery
- Designed portfolio management workflows that make complex initiative status, timelines, milestones, and dependencies easy for Project Managers to track
- Developed design roadmaps and influenced high-impact product decisions by balancing user needs, technical constraints, and business growth objectives
- Championed and mentored other designers in accessibility, ensuring designs met standards and delivered inclusive experiences across enterprise applications
- Drove consistency with standardized, reusable design patterns across tools and workflows, aligned with Fidelity-wide best practices
- Partnered closely with developers, product managers, technical leads, and fellow designers to align priorities and deliver efficiently; recognized for strong cross-functional collaboration

- Applied AI tools, including Figma Make and Copilot, in day-to-day design work to speed up workflows and explore new ways to improve user experiences

Product Designer

CHEWY | Boston, Massachusetts | 2021 – 2023

- Designed consumer experiences for Chewy's pet telehealth platform across iOS and Android apps, helping pet owners connect with veterinary experts
- Designed a responsive web version of the platform for mobile, tablet, and desktop, creating a cohesive experience across devices
- Partnered with product managers, engineers, and stakeholders from discovery through launch to translate user needs into intuitive designs
- Planned and conducted complex research studies, synthesizing qualitative and quantitative insights to inform product strategy, prioritize opportunities, and drive design-led innovation
- Created user flows, wireframes, prototypes, and polished UI in Figma
- Partnered with fellow designers on the entry and onboarding (ingress) experience, increasing customer conversion by 78 percent
- Conducted complex user research, usability studies, and A/B testing, translating insights into product improvements that increased engagement, conversion, and business growth

UI Designer

WATERS CORPORATION | Milford, Massachusetts | 2019 – 2021

- Designed, prototyped, and tested complex scientific software interfaces within an agile informatics team
- Designed new user interfaces from inception and refined existing ones
- Worked remotely across diverse teams, elevating productivity by 40 percent through enhanced collaboration tools

Graphic Designer

WHOLE FOODS MARKET | Boston, Massachusetts | 2004 – 2018

- Created advertisements and signage for a health-focused retailer with over \$300M in annual sales
- Trained lead artists and created design standards for stores

Education

Bachelor of Fine Arts in Graphic Design from Maine College of Art, Portland, Maine.

Certificate in UX Design Immersive from General Assembly, Boston, Massachusetts.

Certificate in Advertising Design from RISD Continuing Education, Providence, Rhode Island.

Technical Skills

Figma. Design Systems. Accessibility (WCAG). Research Synthesis. Journey Mapping. Prototyping. Information Architecture. Claude. Copilot. Figma Make. Adobe XD. UserTesting. Optimal Workshop. Miro. Adobe Illustrator. Adobe Photoshop. Sketch. Axure. POP! by Marvel. Zeplin. Jira. Confluence.