

Jasmine (Jaz) Tudor

jasminetud@gmail.com | 425.591.1322

Portfolio: jasminetudor.com

I am a Black female designer and dog enthusiast with a passion for data-driven, customer-centric design. My work is dedicated to benefiting users and driving business success metrics. I am committed to learning and incorporating anti-racist design practices. I strive to advocate for a more equitable and inclusive world through my designs.

EXPERIENCE

July 2020-Present

HUBSPOT

Remote

Feb 2023-Present

Senior Product Designer I - Growth Payments Post-enrollment

- Consistently increased user activation and improved the overall user experience through strategic design solutions.
- Led a redesign of payments guidance, resulting in a 10% increase in activation by streamlining the guide for better user understanding.
- Simplified the setup process for HubSpot payments, leading to a 7% increase in activation and an improved onboarding experience.
- Minimized risk by prioritizing the mental model of the user in the form of payment use cases to ensure user-centric solutions.
- Conducted collaborative brainstorming workshops with the triad and partners, fostering innovation and improved team dynamics.
- Collaborated closely with triad and commerce stakeholders, ensuring a cohesive and seamless customer experience.
- Created comprehensive design documentation to track and communicate the design process effectively to stakeholders.

July 2022-Feb 2022

Senior Product Designer I - Content Management Systems (CMS) Publishing

- Identified priorities, balanced resources, and aligned business and customer needs within the CMS Publishing team.
- Devised and led the product-wide priority to create a flexible content management system for business builders
- Established team roadmaps to ensure alignment and efficient execution.
- Connected business opportunities with customer needs, driving data-driven decision-making.
- Presented high-quality design problem docs, research readouts, and UX vision presentations.
- Conducted design reviews with the triad and the entire team, ensuring consensus on design decisions.
- Created an inclusive design review process and facilitated workshops for a psychologically safe and more efficient team environment.

June 2021-June 2022

Product Designer - Content Management Systems (CMS) Publishing

- Led the design of approval flows as part of a product-group priority project
- Conducted concept testing and exploratory interviews to discover problems and opportunities for CMS users.
- Collaborated with the triad and multiple teams to develop solutions and deliver a consistent platform-wide solution.
- Led concept and usability testing for Large Sites 1.5, identifying features for a successful Q3 release.
- Helped establish CMS publishing metrics, team OKRs, and Northstar metrics.
- Advocated for inclusive design work among HubSpot product teams.
- Published anti-racism product design content and facilitated workshops to promote anti-racist practices.

Dec 2021-Present

BLACKHub Employee Resource Group (ERG) Leadership Council

- Assisted in executing and strengthening BLACKHub programming to create a safer space for Black employees.
- Taught product design at Howard University
- Published anti-racism product design content and conducted workshops to drive anti-racism goals and processes.

Jul 2020-May 2021

Associate Product Designer - Growth Trials and Developer Experience

- Led a progressive trial guide experiment, increasing engagement by 16% and monetization by 10%.
- Improved developer onboarding experience for HubSpot's content management system, reducing time to value from 22 hours to 10 minutes.

EDUCATION

TRINITY COLLEGE DUBLIN

Master's of Science, May 2017

Interactive Digital Media

First Class Honours

UNIVERSITY OF WASHINGTON

Bachelor of Arts, May 2014

Business Administration, Marketing

College and Departmental Honors

SKILLS AND EXPERTISE

- **User-Centric Design:** Driving empathy and advocating for the user, ensuring customer needs are at the forefront of design decisions.

- **Process Efficiency:** Streamlining workflows and establishing efficient design processes for effective project execution.
 - **Success Metrics:** Defining and tracking metrics to measure the success of design solutions and their impact on user experience.
 - **Design Thinking Facilitation:** Facilitating collaborative brainstorming and design thinking workshops to drive innovation and teamwork.
 - **Inclusive and Ethical Design:** Practicing inclusive, anti-racist, and ethical design methodologies, utilizing ethical frameworks and internal processes like Design Ethically and Design Justice Network.
 - **Qualitative User Research:** Designing, conducting, and analyzing qualitative user research to gain valuable insights into user behavior and needs.
 - **Visual Design and Branding:** Proficient in visual design and branding principles to create compelling and cohesive design solutions.
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EXTRACURRICULARS

- **Dog Mom:** Proudly caring for and sharing life with Harry the Maltipoo.
- **Illustrator:** Passionate about expressing creativity through illustration work.
- **Diversity, Inclusion, and Belonging Advocate:** Actively promoting diversity and inclusivity.
- **Travel Enthusiast:** Enjoy exploring new places and experiencing diverse cultures.