

Jennifer Spriggs

Product Designer

<http://jenniferlspriggs.com>



Replit

Senior Product Designer

Remote

July 2023 — Present

- Redesigned onboarding user flow resulting in a 30% increase in top-of-funnel user activation
- Redesigned the Github imports user flow, which is in the top-5 most user desired features

Dropbox

Senior Product Designer

Seattle, WA

Sept. 2021 - May 2023

- Developed and implemented a revenue upsell strategy for team membership experiences
- Revamped Dropbox Slack app, resulting in 70% adoption by existing WAUs upon launch
- Built and scaled a design system and Figma component library to unify cross-functional teams around shared feature patterns
- Spearheaded a cultural shift and improved design standards company-wide by launching a design critique program

Product Designer

Seattle, WA

May 2019 - Sept. 2021

- Developed a strategic vision and operationalized an org-wide strategy to enhance engagement experiences, reaching 700 million MAUs per month
- Conducted research that identified a \$56.5 million dollar challenge with the customer engagement experience
- Scaled team from 0-5 to execute vision
- Built design system that reduced development time by 20%

Google

Interaction Designer

Seattle, WA

Nov. 2017 - May 2019

- Designed and researched innovative computer-vision AI experiences for bleeding-edge products on the Artificial Intelligence User Experience team
- Designed the Timelapse feature for the Clips Camera, resulting in a 17% boost in CSAT
- Designed the Pixel phone's Now Playing app icon
- Influenced strategic direction for the Pixel phone's camera

University of Washington

Master of HCDE

Seattle, WA

2019-2022

University of Cincinnati

Bachelors of Science in Design

Cincinnati, OH

2007-2012