

Jasmine Jackson

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Product Designer

Product Designer specializing in human-AI interaction and UX strategy, driving measurable conversion gains and user trust across web and mobile platforms. Expertly leads end-to-end design, integrating data-backed insights to optimize user experiences and accelerate product adoption. Proven ability to pioneer innovative AI features, streamline complex workflows, and foster cross-functional alignment. Transforms product vision into impactful, scalable solutions with a focus on responsible human-AI design.

Core Expertise

Core Skills & Proficiencies: Product Design (UX/UI) | Human-AI Interaction (HAI) | Agentic & Conversational AI Design | 0-to-1 Product Development | Rapid Prototyping | Wireframing | Design Systems | Qualitative User Research | Usability Testing | Information Architecture | UX Strategy & Storytelling | Product Monetization Strategy

Technical Skills, Software, & Languages: Figma | Cursor | Claude Code | HTML / CSS | JavaScript | Dart | Builder.io | Amplitude | Adobe Photoshop

Professional Experience

Product Designer II • Intuit May 2024 - Present

Lead end-to-end UX strategy and human-AI interaction design for generative AI features across web and mobile ecosystems, driving measurable conversion gains, user trust, and scalable feature adoption. • Spearheaded the end-to-end design and beta launch of Intuit Intelligence “Sources,” establishing a scalable trust framework across internal and external data inputs to enhance transparency and navigation in AI-generated responses.

- Launched Auto Invoice, QuickBooks’ first multimodal AI mobile feature enabling invoice and estimate autofill through text, image, voice, and file inputs, scaling product adoption to over 30,000 monthly invoices.
- Co-designed AI-powered mobile invoice reminders featuring smart suggestions and contextual tone rewriting alongside cross-functional partners, driving a statistically significant 100.8 ITC lift in user-to-paid conversions and accelerating unpaid invoice recovery.
- Pioneered Collaboration Agent, an AI-assisted accountant-client feature within bank transaction workflows, achieving a 91% positive Voice of Customer rating by streamlining contextual communication and issue resolution.
- Transformed user experience by designing a progressive disclosure framework, reducing perceived latency by 80% and increasing user comprehension of complex financial data through narrative layouts.
- Structured the first-time user experience for Intuit Intelligence by translating data-backed insights into guided prompts, reducing initial user friction while boosting early engagement by 30%. • Facilitated recurring cross-functional design reviews, rapid prototyping experiments, and qualitative usability testing to de-risk complex AI interactions and align teams on responsible human-AI design patterns.
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Product Designer • Intuit Aug. 2023 – May 2024

Drove core UX optimizations across Mobile QuickBooks Payments and Invoicing, utilizing customer insights to elevate transaction workflows and expand product engagement across web and mobile platforms. • Overhauled the Subtotals feature for invoices and estimates across web and mobile platforms, translating qualitative

customer research and usability testing into streamlined interaction patterns.

- Delivered a 1% lift in feature adoption across 30,000 active users by redesigning the Subtotals feature while maintaining less than 2% negative Voice of Customer feedback.
- Modernized the mobile UI framework and systematized core components, reducing design-to-dev handoff timelines from 6 weeks to 2 days and decreasing regressions by 80% on high traffic pages.
- Partnered with engineering and product partners to prototype high-fidelity interaction flows, validating technical feasibility and de-risking complex checkout workflows prior to release.

Product Manager (Monetization Services and Experiences) • Intuit Aug. 2022 – Dec. 2023 *Chaired product strategy and execution for core monetization platforms, including Product & Pricing Manager and Product Catalog, driving scalable pricing architecture and operational efficiency across enterprise offerings.*

- Directed the strategic integration of QuickBooks Payroll and Time into the Product & Pricing Manager tool, migrating over 270 offers to support flexible step and tiered pricing models.
- Introduced usage-based pricing capabilities across financial products including QuickBooks Bill Pay, establishing critical infrastructure to unlock new monetization models.
- Formulated the initial product instrumentation strategy and Amplitude analytics dashboards for internal pricing workflows, empowering teams with data-driven prioritization across promotions, price changes, and offer management.
- Partnered with engineering teams to assess technical feasibility and deliver mass-action workflows, substantially accelerating operational velocity for complex pricing updates.

Projects

Homing | AI Product Hackathon

Co-designed and prototyped a functional mobile application in two hours using AI tools to turn physical travel moments into contextual digital souvenirs.

- Engineered end-to-end user flows and interface interactions using Claude, Cursor, and Lovart, rapidly delivering a working 0-to-1 product prototype under strict hackathon constraints.

Late Bird | iOS App

Engineered a predictive time-management application integrating prep routines, calendar syncing, and live traffic data to pinpoint required departure times.

- Created product workflows connecting calendar integration with real-time transit data, reducing cognitive load through automated departure alerts.

Achievements

2024 San Francisco Half Marathoner, MLT Product Fellow, “Best Undergraduate Project” at UMN Design Showcase

Education

B.S. | The University of Minnesota