JAKE CARTER
LEAD PRODUCT DESIGNER

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SUMMARY

Senior Product Designer with deep experience designing and evolving design systems for commerce-driven digital products. Proven ability to balance domain-specific needs with system-level scalability, partnering closely with engineering, product, and analytics to deliver accessible, data-informed experiences at scale. Experienced in component governance, system adoption, and mentoring designers across complex organizations.

EXPERIENCE

Lead Product Designer, Web (Design Systems & Commerce)
EF Go Ahead Tours / Cambridge, MA / 2024 - PRESENT

- Lead product design and design system evolution for the core web commerce platform, delivering scalable, accessible, high-performing experiences.
- Embed within commerce initiatives to align product requirements, UX patterns, and centralized system standards.
- Define and evolve reusable components, patterns, and guidance within a shared design system across marketing, content, and e-commerce.
- Partner with engineering to align Figma libraries and component architecture, improving design–dev workflows and delivery velocity.
- Drive system adoption through documentation, reviews, and cross-functional partnership.
- Iterate on components and flows using A/B testing, analytics, and qualitative feedback to optimize conversion and usability.
- Champion accessibility and inclusive design, ensuring WCAG-compliant, responsive components.
- Mentor designers on system thinking and scalable UX practices.

Senior Designer, eCommerce
EF Go Ahead Tours / Cambridge, MA / 2022 - 2024

- Led end-to-end UX design for the eCommerce platform, aligning user needs with business and stakeholder goals.
- Partnered with product, engineering, and analytics to design and test components for search, navigation, discovery, and promotions.
- Delivered user flows, wireframes, and prototypes driving +22% product page views and +13% lead submissions.
- Implemented scalable content systems and accessibility standards across mobile and desktop. Iterated designs in user testing and performance data.

Creative Consultant (Freelance)
ISEP / Remote / 2021 - PRESENT

- Designed marketing and brand assets for a global network of 300+ universities across 50+ countries.
- Established consistent visual standards across 100+ brochures, reports, merchandise, and web assets.
- Created B2B collateral supporting university recruitment, program promotion, and partner engagement.

Brand Designer
Wayfair / Boston, MA / 2018 - 2021

- Built brand systems for 20+ Wayfair Exclusive Brands, spanning identity, campaigns, web, and social.
- Led UX design for the Wayfair Partner Home B2B platform, improving seller workflows across catalog and inventory tools.
- Designed and optimized email and landing page experiences through A/B testing to improve engagement and performance.
- Supported scalable content production across product discovery and merchandising experiences.

EDUCATION

University of Kansas
Lawrence, KS

- B.F.A. in Visual Communication Design
- B.S.B. in Marketing
- Minor in Art History
- Certifications:
  - Arts Engagement
  - Global Awareness
  - Service Learning
- Typography, Printing, & Papermaking in Italy
- Study Abroad program across multiple cities in Italy

TOOLS

- A/B Testing Platforms
- Adobe Creative Suite
- Analytics Tools (GA / Amplitude)
- CMS Platforms
- Figma (libraries, variants, auto layout, tokens)
- Design Systems & Component Libraries
- Design Tokens
- Prototyping & Usability Testing
- Jira
- Slack
- Storyblok

SKILLS

- A/B Testing & Experimentation
- Accessibility (WCAG)
- Brand Storytelling
- Component Architecture
- Commerce & Subscription UX
- Cross-Functional Collaboration
- Data-Informed Iteration
- Design Mentorship
- Design Systems & Governance
- Responsive & Cross-Platform UX