

Jennifer Zaragoza

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Experience

Lead Product Designer - Global Payments

August 2024– Present

Fintech SaaS | POS, Merchant Dashboards

- Lead end-to-end design for point-of-sale and merchant dashboard products, owning full project lifecycle from discovery through launch with autonomy across sprint cycles.
- Designed and refined user flows for point-of-sale systems, improving day-to-day usability for retail and service-based merchants.
- Delivered dev-ready designs for merchant dashboards with a focus on visibility, hierarchy, and task efficiency.
- product strategy and deliver cohesive, multi-product experiences.
- Conduct user research with SMB restaurant and retail merchants, translating qualitative and quantitative insights into actionable design opportunities that improve feature adoption and daily workflows.
- Leverage AI-assisted research and data analysis to identify behavioral patterns and inform scalable, system-based design strategy.
- Design and prototype scalable solutions across web and handheld device platforms, utilizing advanced Figma prototyping to communicate micro-interactions and streamline engineering handoff.
- Mentor designers and facilitate workshops to improve collaboration, design velocity, and shared understanding of user needs and technical constraints.

Lead Product Designer - Tagboard

July 2021 – March 2024

B2B SaaS platform enabling real-time audience engagement across broadcast and digital environments.

- Owned end-to-end design initiatives improving product usability and scalability for live production and content teams.
- Partnered with engineers to design and refine features that depended on real-time APIs and data integrations, ensuring reliable, high-performance experiences for the NBA, NFL, and NHL all under a tight deadline of 4 weeks
- Fostered a strong culture of collaboration across Product Management, Engineering, QA, Customer Success, and Sales, ensuring shared understanding of user needs, technical constraints, and go-to-market considerations lowering product life cycle down 3 weeks on average.
- Leveraging data-driven insights to identify behavioral patterns and inform scalable, system-based design strategy.
- Presented design recommendations to VP-level stakeholders, influencing roadmap direction and earning buy-in across Product and Engineering leadership.
- Conducted user research, interviews, and data analysis to validate decisions, increasing user satisfaction by 30%.
- Participated and helped lead strategy brainstorm and discovery workshops with product leaderships to gather insights and advocate for our users, ensuring designs met their needs
- Created and evolved the company's internal design system, establishing reusable components and visual guidelines that improved consistency and efficiency across products.

Lead UX/UI Designer - Project Untaboo

January 2020 – March 2020

Contract: Early-stage startup developing an eco-conscious mobile platform for sustainable period products and travel accessibility.

- Designed an end-to-end MVP focused on accessibility, privacy, and user trust, achieving measurable engagement outcomes.
- Led user research and validation, translating emotional and behavioral insights into trust-centered user flows.
- Built prototypes and conducted usability testing to validate mobile experience and scalability.
- Applied product strategy principles to align brand goals with user experience clarity and retention.

Education

AI For Efficient UX Research | Udemy

2025

Product Management Specialization | University of Michigan

2024

Intro to HTML5/CSS3 Certified | University of Michigan

2021

UX/UI Design Certified | Flatiron School

2020

Bachelors of Science | California State University East Bay

2014

Skills

Product Strategy, UX Research, Interaction Design, Systems Thinking, Information Architecture, Design Systems, Prototyping, AI-Assisted Design, Workflow Simplification, Figma (Advanced Prototyping), Accessibility (WCAG), Usability Testing, Data-Driven Design, Collaboration (PM + Eng + Marketing Teams)