Jess Hopkins

Staff Product Designer | Personalized experiences & AI strategy

Designer with 12+ years of experience shaping large-scale, consumer-facing digital products. I lead human-AI design and experience strategy to create personalized, intuitive experiences that reduce cognitive load, support confident decision-making, and earn user trust at scale.

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EXPERIENCE

Spring Health, Remote — *Staff Product Designer, AI*

2021 - PRESENT

Own the vision, strategy, and design of **AI-driven, personalized product experiences** across a large-scale, trust-sensitive consumer platform supporting **27M+ users.**

Defined and scaled **company-wide AI interaction patterns and design principles**, balancing transparency, safety, and personalization.

Partner cross-functionally with product, engineering, research, and operations to design **adaptive, conversational experiences** across web and mobile that tailor content and guidance to individual context while reducing cognitive load.

Designed and evolved **cross-platform experience frameworks and systems**, enabling consistent personalization across multiple surfaces and product lines.

Directly oversee **5 design pods** and influence an additional **8 cross-team pods**, driving alignment and quality across end-to-end user journeys and platform experiences.

Firefly Health, Remote — *Product Designer, Member Experience*

2020 - 2021

Owned end-to-end design for patients, simplifying workflows into personalized experiences.

Northeastern University, Boston — *Adjunct Professor*

2016 - 2022

Taught and mentored undergraduate students in product design, human-centered research, and systems thinking, emphasizing real-world application and ethical design practice.

Salsify, Boston — *Senior Product Designer*

2019 - 2020

Owned product design for core platform experiences, partnering cross-functionally to simplify complex data-driven workflows and scale design systems across teams.

Wayfair, Boston — *Product Design Manager, Enterprise*

2019

Managed and mentored designers while setting design direction for enterprise tools, aligning user needs, business goals, and platform scalability.

Turo, Boston & San Francisco — *Product Designer, Global and Member Experience*

2018 - 2019

Designed consumer-facing mobile and web experiences across the end-to-end guest journey, collaborating globally to improve navigation, trip management, and overall usability.

Slalom Consulting, Boston — *UX Designer & Consulting*

2016 - 2018

Delivered design solutions for clients across industries, leading research, workshops, and strategy.

EDUCATION

Northeastern University, Boston (*MFA*)

Champlain College, Vermont (*BFA*)

SKILLS & EXPERTISE

Lead cross-functional collaboration with product, eng, data, and executive (C-suite) stakeholders to deliver responsible, user-first products

Create transparent, explainable, and context-aware AI recommendations that improve decision-making and build user trust

Define and drive end-to-end user journeys across complex platforms, aligning near-term execution with long-term product vision

Champion privacy-first design principles for personalized experiences in regulated, high-stakes environments

Direct user research, rapid prototyping, and validation to iterate on adaptive experiences and de-risk product decisions

TOOLS

Figma, Claude code , LangSmith, ChatGPT, Gemini, Looker, Mixpanel, Jira, Google workspace