Peter Taylor Jones

UX Designer, Team Leader & Insatiably Curious

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Summary

Expert in crafting simple solutions to complex challenges with quantifiable impact across B2B, B2C, CRM, and supply-chain sectors. I thrive in ambiguity and balance hands-on contributions, thoughtful leadership, and team development with ease.

Professional Experience

VP, Experience Design

Nitro Software, LLC | Remote | Jul 2020 - Oct 2023

- Led a series of UX improvements resulting in a NPS score increase from 55 to 59 over two years, net revenue retention of 113% in 2022, and an SEQ Score 14% above industry standard for eSignature Request feature.
- Championed AI and ML solutions in that resulted in measurable outcomes for key customers.
- Developed and evangelized the UX strategy for the Nitro Productivity Platform which generated $66.8 million in 2022.
- Consolidated design functions across Nitro into a single, global team and led growth from 2 to 14 fully-remote members.
- Critical leader in transition from licensed software to a self-service subscription model, boosting conversion rates by over 260%.
- Led design and development of key presentations in collaboration with CEO and management team for investor relations, M&A acquisitions, and ultimately the acquisition of Nitro.

Experience Designer

Fieldstone Design, LLC | Remote | Nov 2019 – Jul 2020

- Low or no cost design services for local small-businesses and non-profits
- Moved local farm's primary source of revenue from in-person farmer's markets to eCommerce delivery during COVID.

- Redesigned website, optimized sponsor benefits for increased revenue, and established digital workflows for vendor applications for local historic festival.

Director, UX

Flow Kana | Remote | Sep 2017 - Nov 2019

- Led experience design of the industry's first self-service B2B eCommerce platform, generating 50% of all company revenue and altering Flow Kana's business model from a push to a pull sales process.
- Collaborated with CEO and CPO on Flow Kana's strategy and designed fundraising materials which raised over $100M in investor capital.
- Began as the sole UX contributor and strategic leader, later growing the function to three members.
- Led product design of a proprietary, integrated supply chain management solution improving operational metrics (98% inventory accuracy, and 99% delivery accuracy) and enabling robust support for over 200 contracted farms.
- Collaborated interdepartmentally to enhance brand positioning, achieving recognition the #1 brand in its category.

Director, UX

Nitro Software, LLC | San Francisco, CA & Remote | Feb 2015 - Sep 2017

- Led the UX rearchitecture of the e-signature product suite, achieving a System Usability Score of 84% at launch.
- Boosted the flagship product's NPS score and feature adoption through optimizing the navigation and accessibility of existing features.
- Led and mentored a diverse, global team of designers and researchers, promoting a culture of collaboration and design excellence.

Additional Work Experience

Senior UX Designer

Vlocity (Acquired by Salesforce) | San Francisco, CA | Aug 2014 - Feb 2015

- Designed industry-specific Salesforce applications, improving user engagement and productivity across key verticals.
- Designed native mobile applications tailored for each vertical.

Senior Interaction Designer

Intuit | Mountain View, CA | Mar 2014 - Aug 2014

- Conducted in-depth research and testing within Intuit's Payroll team, contributing to the design of new small-business onboarding experiences for desktop and mobile.
- Delivered actionable insights on small business owner behaviors, influencing product enhancements for state and federal compliance.

Senior UX Designer

Kabuto, Inc. | San Francisco, CA | Sep 2012 - Mar 2014

- Led the design for iPhone and iPad for a document collaboration and storage solution.
- Co-authored a patent on unique methods for managing digital documents (Holder of the patent for "Systems and Methods for Managing Documents and Other Electronic Content" (US 20140298207))

Designer

MITRE | Bedford, MA | May 2007 - Sep 2012

- Collaborated on numerous, multifaceted design projects from interactive displays, printed material, applications, and graphic design.
- Designed custom, innovative solutions for internal groups of a defense contractor.

Adjunct Professor

Worcester Polytechnic Institute | Worcester, MA | Oct 2010 - May 2011

- Authored the animation curriculum for WPI's game design program.
- Instructed undergraduate students in both foundational and advanced animation techniques.

Cofounder

Retro Affect | Apr 2009 - Feb 2012

- Co-developed 'Snapshot' from a prototype to a commercially successful independent release on multiple platforms that has sold over 400k units.
- Originated the game's core concept, character art, and animation, showcasing versatility in both creative and managerial capacities.

- Independent Games Festival nominee for "Best in Design"

Education

BS, Digital Arts & Sciences, Clarkson University, 2004–2008
- Phalanx Award Recipient, Clarkson's highest honor
- Commendable Leadership Award
- Commendable Service Award

Strengths

Design Culture: Skilled at building and nurturing high-performing, remote design teams that drive product excellence.

Extensible Design: Approaches design with scalability in mind, ensuring solutions meet both immediate and future needs.

Business Connection: Excels at articulating the value of design initiatives in the context of overarching business goals.

Change Management: Offers reliable leadership amidst organizational growth and market shifts, ensuring team stability and focus.

Skills & Expertise

User Experience (UX), Interaction Design, Figma, Information Architecture, User-centered Design, Wireframing, Usability Testing, Design Thinking, User Interface Design, Product Design, User Research, User Experience Design (UED), Web Design, Mobile Applications, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Graphic Design, E-Commerce, Communication, Creative Direction, Product Management, Communication