Jamie Denke

Senior Product Designer

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Experience

Tripadvisor, Cruise · Senior Product Designer & Researcher

March 2023 - Present

I contributed to end-to-end design for Cruise Critic research and shopping experiences. This is a $35M+ annual revenue portfolio.

- Launched the Sailing Details Page: 21% more revenue per visit, 38% higher monetized click-through, 21% more repeat visitors.
- Built a shared design system and an AI-powered Design System Skill. Teams ship consistent, accessible pages faster.
- Helped design a full site redesign and new design system: 23.3% lift in average revenue per user.
- Designed My Cruise Planner, a full product for planning cruises. About 1.2M unique visitors after launch.
- Follow-on optimization cut bounce rate 9% while growing traffic 8%.
- Conducted discovery research, usability testing, focus group
- ERG co-chair, Neurodivergent Minds.

Neato Robotics · Senior Product Designer & Lead Researcher

November 2021 - February 2023

- Led a redesign concept for the MyNeato robot vacuum app to cut confusion.
- Rebuilt personas with marketing input and in-home observation, finding four distinct ways owners relate to their robots.
- Ran card sorting and context sessions with owners, non-owners, and coworkers, surfacing a clear mix-up between profile, app, and robot settings.
- Designed a bento-style tile navigation around the three top user intents. Usability testing showed users found what they needed quickly.
- Adapted the existing style guide into a dark mode design that met contrast standards.

MedAvail Technologies / SpotRx Pharmacy · Sr Product Designer & Researcher

June 2019 - November 2021

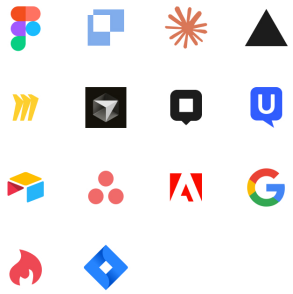
- Led a product and rebrand shift for a start-up tech pharmacy.
- Identified key patient segments and improved the full patient journey.
- Designed for touchscreen displays, app, web, Salesforce, and a custom point-of-sale system.

Choice Hotels International · UX/UI Designer II

August 2015 - June 2019

- Clearer room upsells: 2% conversion gain and $14M annualized revenue impact.
- Improved desktop filters: 2% conversion and $12M annualized revenue impact.
- More prominent thumbnails: 1.5% conversion gain and $8M annualized revenue impact.
- Second place, company hack-a-thon.

Tools



Core skills

Product Design

End-to-end ownership, information architecture, app design, responsive web and mobile, AI and Figma prototyping, design sprints, accessibility.

Design systems

AI design system intergeneration, semantic tokens, Figma Variables, component libraries, governance and documentation.

Research

Usability testing, card sorting, in-home and contextual observation, personas, affinity mapping, A/B monitoring

Education

Art Institute of Phoenix
Bachelors Degree in Graphic Design, 2002

BCS, The Chartered Institute for IT
Foundation Certificate in User Experience
UXC# 00444951, 2019

Nielsen Norman Group
User Experience Certificate
UXC# 1023285, 2018