



I turn ambiguity into clarity through a strategic, systems-based approach. Working at the intersection of design and technology, I invent, prototype, and ship products that move real outcomes — generating multiple patents and hundreds of millions in revenue for Meta, Walmart, Procter & Gamble, Volkswagen, CarMax, and Docusign.

EXPERIENCE

Senior Product Design Manager · Docusign

Aug 2019 – Present · Remote

Leading and growing a design team across App Marketplace, Developer Experience, AI/ML, and Workflow Automation.

- Researched, sold to leadership, and built **Pan** — an autonomous AI design agent (Slack → Jira → Figma) that turns a request into a finished design in minutes, centralizing AI tooling across the org.
- Incubated 0→1 products as a hands-on designer on the Incubation team: **9 patents** and segment MRR grown from **\$189K to \$2M**.
- Reframed the developer homepage around what developers want to build, making a personalized starter-kit path the **#1 next step** on the page.
- Shifted the team from waterfall to outcome-focused agile, improving delivery velocity **114%**.

Principal Product Designer · CarMax

2015 – 2019 · Richmond, VA

Reinvented how CarMax presents used cars online — turning research into evidence and shipped experiences.

- Used Jobs to be Done to reframe photography strategy; the resulting car-detail-page and 360° photography work drove a **\$300M revenue increase** on carmax.com.
- Redesigned the search experience for **8M monthly visitors**, lifting lead generation **10%+**.
- Built a reusable JTBD Canvas and A/B-tested “show, don’t tell” feature imagery that increased lead conversion.
- Co-created custom, AI-powered capture-studio software (ML cropping) with store associates and scaled it to **150+ stores**.

Senior UX Architect · Rockfish Interactive (VMLY&R)

2013 – 2015 · Rogers, AR

Designed and delivered desktop, mobile, and embedded solutions across industries.

- Led a re-platforming of Walmart’s merchandising endcap system responsible for **\$47B** of company revenue.
- Ran rapid innovation workshops and set the templates and style guides the UX discipline adopted.

Creative Technologist · Deutsch LA

2012 – 2013 · Los Angeles, CA

Turned emerging technology into brand experiences through concepting, prototyping, and execution.

- Rebuilt Volkswagen’s vw.com mobile concept for a **323% increase** in lead conversion.
- Launched Pop Secret Labs, a hub of experimental micro-products that grew brand sales **6%**.

Earlier: Creative Technology Intern, Facebook (2012) · Experiential Production Designer, freelance — Universal, Mattel, MTV (2007–2010)

EDUCATION

M.S., Experience Design — Brandcenter, Virginia Commonwealth University

B.F.A., Production & Design Technology — California Institute of the Arts

SELECTED TALKS & PUBLICATIONS

The Jobs to be Done Playbook, CarMax case study — Rosenfeld Media (2020)

Habits of High-Performing Product Teams — Pendomonium (2019)

CarMax 360° Photos case study — Adobe Summit (2018)

PATENTS

- Document action recommendations using machine learning
- Document package merge in document management system
- Automatic revisions to document clauses based on clause type
- Prediction and notification of agreement document expirations
- Guided form generation in a document management system
- Document aggregation in a digital transaction management platform
- Document package modifications based on organization policies
- Document package modifications based on assigned permissions
- Document package modifications based on entity unavailability

CAPABILITIES

Strategy	Systems thinking, strategic frameworks, discovery
Research	Synthesis, audits, evidence, Jobs to be Done
Design	Prototyping, Figma, design systems
AI	Agents, ML tooling, AI-assisted workflows
Technologies	Python, JavaScript, MCP, Arduino / robotics, show control

Portfolio: [jakemitchell.work](#) — the link opens directly; if typing the URL, the passphrase is **alignment**.