

# JESSIE LANG

PRODUCT DESIGN MANAGER

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## PROFESSIONAL SUMMARY

Product design leader with 8+ years of experience delivering customer-centered, multi-platform design strategy. Over 2 years of formal people management experience leading and developing designers while driving alignment and execution on business goals. Known for empowering teams, shaping strategy through design, and creating scalable impact across products and organizations.

## WORK EXPERIENCE

- Product Design Manager** | Pizza Hut Mar 2025 – Current
- Directing design team operations by managing Jira workflows, aligning deliverables with team capacity, and driving headcount recommendations to support accelerated growth
  - Facilitating UX workshops focused on customer journey mapping and leading brainstorming sessions to drive innovative experience strategy
  - Scaled the design team from 3 to 7 by defining role needs, leading the hiring process, and onboarding new talent to meet increasing demand and support expanded project scope
  - Leading UX strategy and execution across customer-facing digital channels (web & mobile app) and operational platforms like call center tools, store dashboards, and menu systems
  - Implementing structured mentorship and career development practices to support team growth, improve engagement, and promote continuous learning
- Associate Product Design Manager** | Pizza Hut Oct 2023 – Mar 2025
- Led design strategy and digital modernization across web and mobile platform, boosting conversions and supporting \$2.8B in online sales from 243M customers in 2024
  - Managed and mentored designers, fostering professional growth and ensuring the delivery of high-quality design solutions
  - Drove the A/B testing and conversion rate optimization design process, leveraging data insights to enhance merchandising strategies and unlock incremental revenue gains totaling over \$30M annualized in 2024
  - Contributed to Digital Product Culture Committee and Women In Technology ERGs to promote collaboration & professional growth within the organization
- Senior Product Designer II** | Pizza Hut Aug 2022 – Oct 2023
- Led a comprehensive end-to-end redesign of the Pizza Hut website, enhancing overall user experience and streamlining flows throughout the shopping funnel
  - Created a modernized, accessible design system and responsive grid framework to be implemented on the new website
  - Championed accessibility initiatives, ensuring improved usability for diverse user groups across digital platforms
- Product Designer II** | Pizza Hut Jan 2020 – Aug 2022
- Delivered design support for new marketing initiatives across web and mobile
  - Built prototypes and validated design solutions through remote & in-person user testing
  - Volunteered with the Pizza Hut VR Team to share the increasingly diverse applications and benefits VR and AI have across many functions and industries

## WORK EXPERIENCE CONTINUED

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**Product Designer** | Tonic3 — Client: Pizza Hut

Aug 2018 – Jan 2020

- Partnered with the client's UX team, product managers, and developers, regularly presenting design concepts, gathering feedback, and iteratively enhancing solutions based on client insights
- Conducted competitive analyses and supported user testing initiatives to develop a deep understanding of the client's primary user groups and their needs
- Collaborated with designers & researchers at the agency, actively participating in brainstorming sessions and design reviews to align on innovative design approaches

**Product Designer** | RealPage

Jan 2018 – Aug 2018

- Conducted competitive analysis, card sorting, and stakeholder interviews as well as other various forms of research in order to define and meet user needs
- Developed sketches, wireframes, high-fidelity designs and interactive prototypes to align with business objectives and improve customer experience
- Implemented design system standards across product verticals

**Digital Designer** | Axiometrics, A RealPage Company

Jan 2017 – Jan 2018

- Transformed the company's design identity as the first in-house designer, laying the foundation for consistent branding across all digital assets
- Established and maintained a cohesive, modern visual identity for social media posts, data visualizations, email campaigns, monthly reports, landing pages, white papers, and sales enablement materials, shaping and enhancing the brand with new, refreshed guidelines

**Digital Designer** | Neora (*formerly Nerium International*)

Nov 2015 – Jan 2017

- Engaged with cross-departmental teams to design microsites, product launch marketing materials, social media graphics, and mobile app assets
- Partnered with the international team to provide a range of digital assets supporting product launches in South Korea, Australia, Hong Kong, and Colombia

## SKILLS

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Multi-Platform UX Strategy	Product Roadmap Alignment	Data-Driven Decision Making	Hiring & Team Scaling
Design Systems Leadership	Cross-Functional Collaboration	UX Research & Insights	Stakeholder Communication
End-to-End Product Ownership	User-Centered Design	Design Process Optimization	Accessibility & Inclusivity

## EDUCATION

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**UX Design Certification** | SMU CAPE Program

2018

**BFA Digital Art** | Kansas State University

2014

## PROFESSIONAL DEVELOPMENT

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**UX Management: Strategy & Tactics Certification**

Aug 2024

Interaction Design Foundation