

Jake Ledford

Senior Product Designer

About

Senior Product Designer pursuing an M.B.A. in AI. Taking products from 0 → 1 and 1 → N. Designing for scalability, accessibility, and governance. Work has driven \$2.4M in new ARR, cut quote time by 66%, and cut task time by ~35%.

Professional Experience

Allied Solutions [Case study ↗](#)

Jul 2025 – Aug 2026

Senior UX Designer & Researcher · Finance & Insurance · Indianapolis, IN · Full-Time

- Translated research into design recommendations shipped into production workflows, cutting repossession assignment completion time by ~35% and inbound support tickets by ~22% in the first release cycle.
- Led an eleven-week discovery sprint with five credit unions (14 sessions, 23 people) on asset recovery software serving 6,000+ banks and credit unions, through interviews, usability tests, and contextual inquiry.
- Mapped the recovery journey across five phases with four personas and found a pain point at every handoff; 8 artifacts adopted as the source of truth across product, engineering, and vendor partners.
- Validated the dashboard in Maze against an 80% completion bar: 87% completion and a SUS of 82 with 12 participants from four credit unions, then fixed the one task below target and retested.
- Facilitated workshops with product, engineering, operations, and vendor partners; three of them defined the six update tiers behind alert-by-exception notifications.
- Used Claude across the research and design workflow, from interview synthesis to prototyping.
- Mentored junior designers on research methods and critique, and coached their stakeholder presentations.

Furnished Quarters [Case study ↗](#)

Feb 2025 – Jul 2025

Lead Product Designer · Corporate Housing · Remote · Contract

- Rebuilt FQ Live, the internal quoting platform, so inventory, pricing, and property details feed one quote in progress; median time from inbound email to sent quote fell 66%, from 38 minutes to 13.
- Shadowed six housing specialists across 27 live requests and mapped the path from inbound email to sent quote, finding most quote time went to retrieving information the tool already had.
- Designed pricing that recalculates as stay length and unit mix change; 84% of what-if questions were answered before the call ended in the first eight weeks after launch.
- Built the token set and component library with engineering, then wrote the governance docs.

Scribe [Case study ↗](#)

Sep 2024 – Feb 2025

Senior Product Designer · Enterprise Documentation SaaS · Remote · Full-Time

- Led design and research for Scribe Layers, a digital adoption platform built on Scribe's own capture. In a six-week pilot at six companies, repeat questions to go-to people fell 58%, 93% of layers survived app updates on their own, and four of the six asked about buying before it ended.
- Reworked onboarding and capture across web, Windows, and Mac, lifting successful task completion by ~25%; research-backed changes after it lifted user satisfaction by ~30%.
- Shipped an AI copilot and digital adoption features that contributed \$2.4M in new ARR.
- Extended Stylus, Scribe's design system, with the components Layers needed.

Product Designer · Agency · Indianapolis, IN · Full-Time

- Key results:
 - Led the Folia redesign across phone, tablet, desktop, and web; it landed Samsung and Microsoft partnerships, and in testing people found a week-old mark 9× faster than in the legacy app.
 - Redesigned Native AI end-to-end (~400% customer growth, ~75% engagement increase).
 - Redesigned MSPBots to cut churn by ~50% and push ARR past \$1M.
- Led product design across 25+ SaaS products in healthcare, education, finance, cybersecurity, and climate tech, building deep domain fluency that strengthens design decisions.
- Turned Revinova, a white-label LMS, into a sales enablement tool over six months: content tied to buyer-journey stages, a badge system that flags high-potential prospects, and an AI-assisted funnel view.
- Built a unique design system for each client product, dozens in total, keeping visual and functional standards consistent across teams and products.
- Took products from early concepts through prototyping to launch, driving outcomes like acquisitions, seed funding rounds, and measurable customer growth.

Education

University of Southern Indiana

Dec 2027 (Expected)

M.B.A., Artificial Intelligence · Online

Cornell University

2025

FinTech Certificate · Online

Purdue University

2022

B.S., User Experience Design · Certificate in Entrepreneurship & Innovation · West Lafayette, IN

Mentorship

ADPList

Apr 2023 – Present

Mentor

- Coach junior designers on applied craft: research methodology, design systems, and design-to-development handoff. One mentee placed in their first full-time design role.

Skills & Tools

Design

Product Design · Interaction Design · Information Architecture ·
Design Systems & Component Libraries · Design System Implementation & Governance ·
Wireframing & Prototyping · Accessibility & WCAG Compliance ·
Cross-Platform Design (Web, iOS, Android, Desktop) · Data Visualization

Research

User Interviews · Usability Testing · Contextual Inquiry · Surveys · Journey Mapping ·
Service Blueprints · Product Analytics

Tools & AI

Figma · FigJam · Pendo · Askable · Maze · Jira · Linear · Adobe CC · Notion · HTML/CSS ·
React · Claude · Claude Code · ChatGPT · Midjourney · MCP Server Development ·
AI Agent Design & Orchestration · Agent Harnesses & Evals · Agent Skills ·
Prompt & Context Engineering · [AI Lab](#)