

JEREMY WATSSMAN

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Strategic Design Leader with 9 years of experience transforming complex business challenges into exceptional user experiences. Proven track record of aligning UX efforts across enterprise products, fostering collaboration with cross-functional teams, and effectively communicating design strategies to drive business outcomes.

Currently leading experience strategy and product vision for the eCommerce division of a \$10B equipment rental company, delivering an unparalleled digital rental experience.

SELECT EXPERIENCE

Design Manager

SEP 2023 – PRESENT

Sunbelt Rentals | Fort Mill, SC

- Led and delivered design initiatives across 3 tribes: eCommerce, Frontline (point of sale interface redesign), and Customer 360 (CRM system redesign)
- Directly managed a team of 5 Sunbelt designers and researchers while overseeing the work of 15 additional contract designers, ensuring on-time delivery of quality solutions while fostering an inclusive team culture of mentorship and personal development
- Initiated and led design of “Availability to Promise”, a complex, high-impact cross-functional initiative that delivered 170% lift in funnel conversion rate and cut checkout time by 4.5 minutes, beating competitors to market by several months
- Implemented equitable hiring practices by creating a standardized recruitment process and rubric, attracting and retaining top design talent

Experience Architect

JUL 2022 – SEP 2023

Sunbelt Rentals | Fort Mill, SC

- Led design for 4 eCommerce customer journey squads; collaborated with Product Management to establish the experience vision and roadmaps for all customer-facing eCommerce digital experiences
- Led the “Command Center 3.0” project to fully redesign the authenticated customer experience, delivering “North Star” vision on time and under budget
- Developed and refined design processes to drastically improve team efficiency, including a new Figma file structure, developer handoff process, and a “Design QA” process in partnership with Engineering to minimize design defects in production
- Directed a team of 10 designers, managing project schedules, providing feedback and direction on all eCommerce design work, and guiding user research resources
- Delivered impactful design solutions validated through user research, best practices, competitive analysis, and analytics insights

Sr. Product Designer

FEB 2021 – JUL 2022

Sunbelt Rentals | Fort Mill, SC

- Produced high-quality, research-validated designs while collaborating closely with cross-functional teams to ensure the delivery of impactful, user-centered solutions
- Co-led the redesign of sunbeltrentals.com, enabling a customer self-service reservation process that currently yields \$10MM in monthly revenue
- Contributed design and strategy for Sunbelt's flagship eCommerce Mobile App, designed and launched within 8 months, which now collects over \$1MM revenue per month

User Experience Designer

MAY 2019 – FEB 2021

Citizens Bank | Charlotte, NC

- Led end-to-end design process of new user experiences for unauthenticated web spaces
- Facilitated rapid-visualization exercises with business partners to explore, develop and validate new business concepts and user experiences for Citizens Bank customers

Product Designer

SEP 2017 – MAR 2019

AIG | New York, NY

- Designed a Self-Service Portal for HNW policyholders within Agile methodology; launched to rave reviews and projected efficiency savings over \$10MM
- Led primary user research, synthesis, journey mapping, and moderated usability tests; delivered user personas, research decks, and an "Atomic Research" database

SKILLS

UX Management

Design Leadership

Cross-Functional

Collaboration

User Research & Insights

Product Strategy & Vision

Workshop Facilitation

Design Systems & Processes

Mentoring & Coaching

Stakeholder Alignment

Agile Methodologies

Enterprise Product Design

User-Centered Design

Accessibility Standards

EDUCATION

User Experience Design (Certification)

NOV 2016 – JUL 2017

CareerFoundry | Mentored Online Course

Human Centered Design (Certification)

OCT 2016 – NOV 2016

IDEO.org | NovoEd Online Course

English & Media Studies (BA Hons 1st Class)

SEP 2008 – MAY 2012

University of Stirling | Stirling, United Kingdom