Jared Carpenter • Product Designer

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PROFILE

Product designer with 5+ years experience in taking complex, data-heavy products from the first user conversation to being shipped and measured. I've designed credit card acquisition and servicing for Citibank and 14 fintech partners, grew adoption 19% on an income verification product at AppFolio, and am currently leading design across Phorest's AI communication suite. I run my own research, untangle ambiguous workflows, and ship what I design by building prototypes and production code with Claude daily.

EXPERIENCE

Product Designer · Phorest

March 2025 – Present

- Owns design for Phorest's flagship AI product, FrontDesk AI, a conversational agent that handles new bookings, rescheduling, cancellations, and inquiries.
- Designed Phorest's WhatsApp integration, bringing two-way messaging and appointment reminders into salon workflows.
- Shipped front end changes to production with Claude Code, merged through the same code review process as engineers.
- Created research plans, hosted user interviews, conducted A/B tests, and ran analysis with data analytics to turn qualitative and quantitative signals into product strategy alongside PM and senior leadership.

Founder & Product Designer · The Design Fix

August 2023 – March 2025

- Founded and ran a product design consultancy for Techstars startups, owning each engagement end to end: workshops, user research, product design and usability testing.
- Shaped product vision and roadmaps with founders, tying design decisions to growth targets.
- For Upgrade Boutique, a wig marketplace, found why shoppers and stylists weren't using it and redesigned both sides in four weeks. Marketplace traffic grew 57%.

Product Designer · AppFolio

February 2022 – August 2023

- Grew adoption 19% and cut churn 12% for AppFolio's income verification product by grounding design in user research and analytics.
- Designed workflows across screening and application verticals, improving customer satisfaction.
- Worked day to day with PMs, software engineers and QA in agile teams, iterating on core features after launch.

Associate Product Designer · Razorfish

May 2021 – February 2022

- Designed credit card acquisition and servicing for Citibank and 14 fintech partners: regulated financial flows where clarity and trust are critical.
- Led a design system library that standardised UX documentation and components across 83 core modules.

SKILLS

Research
Qualitative discovery, usability testing, A/B testing, analytics

Design
Interaction and visual design, information architecture, prototyping, accessibility

Systems
Design systems, token-based systems, Material Design

Build
Figma, Claude / Claude Code, HTML/CSS, Git/GitHub

Ways of working
Workshop facilitation, design critique, stakeholder alignment

EDUCATION

General Assembly
User Experience Design

Memorisely
User Interface Design

James Madison University
B.A. in Political Science

ieiMedia
Multimedia Journalism Program