

Jacob Ottesen

Product Designer

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Experience

Procore | Senior Product Designer
Feb 23' - Present

Led the design direction for two strategic projects: (1) Procore's partnership with COMPASS By Bespoke Metrics and (2) integration of Procore Construction Network into the Procore Platform. During these projects, I partnered with the director of product and product manager on customer research, strategy, roadmap, and product vision. As a result of our work, Procore signed the largest customer deal for the Bid Management, reactivated X enterprise customers, and built a long term vision for the preconstruction product suite to drive sales among existing and prospective customers.

Procore | Product Designer (IC2)
Dec 21' - Feb 23'

Launched the beta release of the Procore Construction Network integrated into Procore's Bid Management tool, as a result bid invitations grew by 22%. Designed and launched additional enhancement features for the Bid Management tool. Led multiple product team alignment workshops, as a result we identified 15+ areas of improvement and created a team workflow document.

V-School | UX Design Instructor
Sep 20' - Nov 21'

Delivered over 50 hours of virtual and in-person workshops, presentations, and one-on-one mentoring on UX process, wireframing, visual design, building design portfolio, job searching, and whiteboard challenges.

IBM | UX Designer
Sep 19' - Nov 21'

Designed, researched, and implemented new concepts for the Bare Metal server ordering experience on IBM Cloud, resulting in a 300% increase in user interaction and a 23% rise in sales of server add-ons. Developed over 8 cloud storage features focused on disaster recovery. Wrote design guidelines for 20+ web pages within the IBM.com Library, and conducted visual research, design explorations, and user testing for 5 components used on IBM.com.

IBM | UX Design Intern
Jun 19' - Aug 19'

Selected as 1 of 14 interns from over 3,000 applicants for the prestigious two-month Patterns IBM (formerly Maelstrom) internship program. Designed and presented weekly pitch decks to IBM executives and stakeholders, conducting design thinking workshops, customer research calls, usability testing, and developing concepts for internal IBM teams.

Workfront (Acquired by Adobe) | UX Intern
May 18' - Aug 18'

Conducted consultation meetings with product teams on best practices for user research, led over 15+ customer research calls with Workfront users, and designed wireframes and prototypes to test features for Workfront's new digital asset management product release.

Skills

Design

Wireframing
Prototyping
Interaction Design
Visual Design

Research

Product Discovery
Usability Testing
Research Synthesis
Customer Personas

Product

Product Thinking
Competitive Analysis
Product Roadmapping
Product Vision

Collaboration

Cross-functional Team Collaboration
Design Thinking Workshops
Presentation Skills
Mentoring

Education

Brigham Young University - Idaho
Class of 2019

BS in Web Design and Development

Recognition

IBM

Enterprise Design Thinking Practitioner

UX Collective

Top 50 Essential UX Portfolios

The Way of Product

Podcast Guest Speaker