

# JEFF CHAUSSE

Product Design Leader

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## PROFILE

Innovative and dynamic professional with extensive experience driving user-centered design, digital product innovation, and enterprise platform transformation across SaaS and technology environments. Proven expertise in UX strategy, design systems, and interaction design, delivering scalable product experiences that improve usability, customer engagement, and business outcomes. Strong background directing high-performing product design teams, establishing DesignOps frameworks, and integrating AI-driven design workflows to accelerate prototyping, experimentation, and product development cycles. Adept at translating complex business requirements into intuitive human-centered solutions through data-driven design, UX research, usability testing, and customer journey mapping. Recognized for modernizing legacy platforms, improving product usability metrics, NPS, and feature adoption, and driving enterprise SaaS product innovation through collaborative partnerships with product management, engineering, and executive leadership. Expertise in AI-assisted design tools, design systems governance, agile product development, and scalable digital experience architecture.

## AREAS OF EXPERTISE & TECHNICAL PROFICIENCIES

- Product Design Leadership
- Prototyping & Rapid Experimentation
- Product Experimentation & A/B Testing
- UX Strategy & Vision
- Stakeholder Engagement & Alignment
- Usability Testing & Evaluation
- AI-Driven Product Experiences
- Rapid Prototyping & Iterative Design
- Accessibility & Inclusive Design
- Digital Product Transformation
- Customer Journey Mapping
- Cross-Functional Team Leadership
- AI-Enhanced Design Automation
- Platform Navigation & Interaction
- Team Mentorship & Talent Development

## PROFESSIONAL EXPERIENCE

### Head of Design

Dec 2025 to Present

*Skillcraft, Cambridge, MA*

Collaborate with research-driven founding team from Oxford, Stanford, and Harvard to translate advanced psychometric science into scalable, bespoke assessment experiences. Develop immersive AI-driven simulations (voice, video, and text) that capture authentic workplace decision-making and generate meaningful behavioral insights.

- Streamlined accelerated product development cycles by rapidly iterating on fully functional high-fidelity prototypes.
- Secured \$100K+ in accelerated funding by building functional AI role-playing assessment demonstration and cultivating business partnerships.
- Enabled enterprise sales growth, strengthened demonstrations, and advanced active sales pipeline by delivering strategic product design iterations.
- Architected AI-powered assessment authoring platform enabling Fortune 500 organizations to quantify training effectiveness.

## Product Design Manager

Mar 2022 to Dec 2025

*Quickbase, Boston, MA*

Directed Product Design operations, leading team of four Senior Product Designers while maintaining hands-on ownership of key Quickbase product areas, including Forms, Dashboards, and platform navigation. Transformed team structure by eliminating silos between visual and interaction design roles and upskilling designers into full-stack product designers, increasing cross-functional ownership. Instituted one-to-one collaboration model pairing each designer with product manager to co-lead major initiatives, improving cross-functional trust, decision velocity, and early-stage design influence.

- Led UX strategy and design for ground-up redesign of Quickbase’s navigation system serving 450K+ users, transforming customer perception from “clunky” and “dated” to “modern,” “clean,” and “intuitive.”
- Delivered measurable usability improvements through the New Navigation initiative, elevating System Usability Scale score from 68 to 85, increasing NPS by 7 points, and reducing key feature discovery time by 15%.
- Advanced from Senior Interaction Designer to Product Design Manager in 2022, assuming leadership of four designers across visual and interaction disciplines while guiding modernization efforts for a legacy enterprise platform.
- Stabilized and strengthened design organization during industry downturns and two company layoffs (2024–2025), ultimately assuming leadership of entire six-person product design team and driving operational transformation.
- Optimized team operations by redesigning collaboration workflows, establishing consistent weekly coordination between design, product, and engineering, and standardizing design research and prototyping processes using Figma and Dovetail.
- Accelerated product experimentation by integrating AI-assisted design workflows (Figma Make), enabling the team to produce fully functional prototypes within single day, replacing weeks of traditional static mockup cycles.

## Senior Interaction Designer

Mar 2020 to Mar 2022

*Quickbase, Boston, MA*

Directed design of Quickbase’s New Forms platform, introducing modern WYSIWYG form builder that simplified data collection, visualization, and management across devices. Engineered intuitive drag-and-drop form creation with responsive layouts, multi-step workflows, embedded reporting, and advanced conditional logic to support complex enterprise business processes. Designed interaction models and usability patterns that simplified task flows while enhancing efficiency for experienced users and accessibility for new users. Leveraged extensive UX research and customer insights to improve feature discoverability and first-time user experience, addressing customer concerns that legacy interface felt “dated” and difficult to navigate.

- Led interaction design for mission-critical components of Quickbase platform, driving redesigns of Dashboards and Forms supporting 600K+ monthly users.
- Modernized technical and visual architecture of forms while embedding accessibility best practices encompassing top-aligned labels, responsive layouts, and mobile optimization.
- Delivered transformative upgrade to forms experience that improved usability, accelerated application development for builders, and strengthened Quickbase’s ability to support scalable enterprise workflows.
- Governed internal “Bebop” design system, ensuring UI patterns, scalable components, and cross-platform design alignment across platforms.
- Managed New Navigation initiative, delivering redesign of platform’s navigation architecture to eliminate confusing workflows and optimize screen space.

## Senior Product Design Lead

Nov 2019 to Feb 2020

*Wayfair, Boston, MA*

Led product design for Wayfair's Attached Services portfolio (Assembly, Warranty, Installation, etc.), shaping cohesive web and mobile experiences that supported service adoption throughout customer purchase journey.

## Manager, Principal UX Designer

Apr 2014 to Sept 2019

*Forrester, Cambridge, MA*

- Partnered with responsive design leaders Filament Group to modernize Forrester.com, implementing fluid, device-agnostic layouts aligned with Forrester's Mobile Moments strategy to deliver seamless content access across devices and contexts.
- Architected unified React Native mobile platform for Android and iOS by consolidating functionality from multiple legacy apps, introducing new features, and maintaining modern interface.
- Collaborated with external design agency and internal visual design teams to launch Forrester's first iOS mobile application, delivering premium mobile research experience tailored for enterprise clients.
- Directed UX design for Forrester's first native iOS and iPad research app, partnering with Engineering, Marketing, and Customer Success to deliver mobile-first experience that increased client engagement by 30% month-over-month and tripled weekly users.
- Led UX strategy for major redesign of Forrester.com's client portal, boosting first-page click-through rates by 35% and strengthening customer renewal discussions through improved content discovery.
- Reimagined and rebuilt Forrester Insights Android application from ground up, leveraging Google's Material Design framework to create streamlined and visually engaging experience praised by enterprise clients.
- Evolved product into universal iOS application for iPhone and iPad, implementing advanced iPad interaction patterns such as split views and flexible list/grid navigation, and enhanced usability and multitasking.

## Lead User Experience Designer

Aug 2013 to Apr 2014

*Boston Interactive, Greater Boston*

- Directed UX design initiatives by conducting user research, stakeholder interviews, and competitive analysis while developing site maps, wireframes, and usability testing frameworks to guide digital product strategy.
- Facilitated cross-functional collaboration with dozens of stakeholders across academic and administrative departments to gather requirements, validate user flows, and ensure alignment throughout the redesign process.
- Led interactive design workshops to develop personas, user stories, and journey maps, strengthening stakeholder engagement and embedding user-centered design practices across project teams.
- Delivered user-centered digital solutions for high-profile clients, including Simmons College, Boston Children's Hospital Trust, Minuteman Health, Lux Research, Loomis Sayles, Endurance International, NEQCA, and PG Calc.
- Redesigned Simmons College website architecture and page templates from ground up, creating scalable information architecture for site containing hundreds of pages and aligning digital experience with institution's evolving brand and organizational structure.
- Owned UX design process for Simmons College relaunch, creating site maps and wireframes that redefined institution's digital presence and supported major structural changes across academic programs.

## Product Manager

Apr 2011 to May 2013

*Koko FitClub, LLC, Rockland, MA*

- Designed UX solutions, including site maps, wireframes, and interaction flows, ensuring intuitive user experiences across member-facing and administrative platforms.
- Owned role of Scrum Product Owner and UX Designer for Koko's digital ecosystem, overseeing product strategy and user experience for MyKoko member portal, in-club administration tools, and confidential initiatives.
- Defined long-term digital product roadmap, translating business objectives into actionable product features while guiding executive leadership on online growth and digital strategy.
- Produced multiple design iterations in Photoshop and managed external development partners, ensuring smooth development, implementation, and deployment of new website.
- Redesigned Koko's corporate website under tight budget and timeline constraints, delivering modern digital presence that supported corporate branding and individual franchise locations.
- Optimized website's conversion strategy by implementing focused single-page design, driving visitors directly toward demo registration and increasing in-club engagement opportunities.
- Reengineered legacy ClubHub member management system, addressing years of fragmented feature growth by rebuilding information architecture and navigation structure from ground up.

## Web Director

Apr 2008 to Mar 2011

*Harmonix Music Systems*

- Served as primary creative liaison between Harmonix and Apple Records during development of TheBeatlesRockBand.com, ensuring design quality aligned with legacy of The Beatles brand.
- Defined digital product strategy and key functionality for all company web initiatives, presenting platform strategy and product vision directly to senior executives at MTV Networks and Apple Records.
- Collaborated with game development teams to deliver innovative game-to-web integration enabling two-way communication between Rock Band 3, RockBand.com, and Facebook, introducing features such as online challenges, playlists, and leaderboard score uploads.
- Managed external agencies and development partners to launch multiple promotional microsites for partners, including Paramount Pictures, Energizer, Harrah's International, and Truth anti-smoking campaign.
- Directed development of five major entertainment web platforms, including RockBand.com (two major relaunches), TheBeatlesRockBand.com, DanceCentral.com, GreenDayRockBand.com, and HarmonixMusic.com, supporting 7M+ monthly pageviews and 700K+ unique visitors.
- Built and led cross-functional team of 12 designers, developers, QA specialists, editors, and producers, scaling organization from small scrappy team into production web group.
- Expanded Rock Band online community by doubling registered users from 210K+ to 470K+, raising franchise engagement across digital channels.
- Developed content and editorial strategy for RockBand.com and DanceCentral.com, including blog relaunch that doubled monthly pageviews to 300K+.
- Led digital marketing initiatives that grew franchise social communities to 40K+ Twitter followers and 1M+ Facebook fans within two years, strengthening audience engagement and brand reach.
- Introduced advanced interactive features, including 3D character rendering and customizable competitions, enabling players to export gameplay achievements to social platforms and order 3D-printed replicas of in-game characters.

## EDUCATION & CREDENTIALS

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### Bachelor of Science in Computer Science

Worcester Polytechnic Institute, Worcester, MA

## COURSES & CERTIFICATIONS

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- AI Fluency: Framework & Foundations, Anthropic
- Using AI for UX Design and Research, LinkedIn
- Vibe Coding (Diamond Level), Lovable

## ACTIVITIES & HONORS

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- Guest Lecturer, Boston University
- Webby Award Winner, Best Game-Related Website, 2010
- Keynote Speaker, Love @ First Website 2008

## KEY PROJECTS

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### Trésora *Solo Project*

- Founded and built Trésora, subscription-based SaaS platform enabling antique dealers, private collectors, and gallery owners to manage inventory, track provenance and sales history, and monitor profit margins across 35+ collectible categories.
- Executed product lifecycle, defining product strategy, UX design, front-end development, and go-to-market marketing initiatives to launch functional platform from concept to deployment.
- Leveraged AI-powered tools alongside product design and development expertise to accelerate development cycles and deliver SaaS solution.
- Designed and developed centralized platform that simplifies complex asset management workflows for collectors and dealers, providing data-driven insights into inventory value and profitability.

### Platform Navigation Redesign *Quickbase*

- Championed New Nav initiative, full redesign of Quickbase's navigation architecture and visual design system, initially as individual contributor and later as strategic advisor after transitioning to Product Design Manager.
- Directed two-year research, design, and development effort to modernize legacy enterprise platform, establishing scalable design system that became foundation for broader product modernization.
- Redefined product priorities by focusing redesign on streamlining existing user workflows rather than introducing new features, minimizing disruption for existing customers while improving usability.
- Influenced subsequent product initiatives, including 2025 redesign of Quickbase's table reports, which adopted same research-driven design process and achieved similarly strong adoption and reception.

### TheBeatlesRockBand.com *Harmonix Music Systems*

- Directed design and development of TheBeatlesRockBand.com, collaborating with Apple Records' creative leadership, including producer Giles Martin, to deliver digital experience honoring legacy of The Beatles.
- Established high-standard creative vision for project, ensuring website reflected the timeless cultural significance of The Beatles while adhering to strict brand and presentation guidelines required by Apple Records.

- Led cross-functional collaboration between internal designers, developers, and external stakeholders to ensure every design element met rigorous approval standards and brand authenticity requirements.
- Delivered critically recognized digital experience that contributed to project's success, with TheBeatlesRockBand.com winning "Best Games-Related Site" at 14th Annual Webby Awards (2010).