Michael Jennings

Design Lead shaping strategy, systems and experiences that deliver impact.

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SUMMARY

With over 15+ years designing experience across desktop and mobile, I lead products through end-to-end design, from exploring new problem spaces to crafting intuitive workflows. My collaborative approach helps teams imagine what's possible and bring it to life through human-centered design, partnering with stakeholders to shape strategy and deliver impactful results.

EXPERIENCE

ServiceNow | Sr. Staff UX Designer   Aug 2021 – Sep 2025

Enterprise Software Company (Santa Clara, CA)

- Led strategic UX initiatives for ServiceNow's platforms and apps, with a focus on improving key metrics.
- Created wireframes and prototypes for complex workflows, guiding teams through design processes.
- Defined user experience for AI features in close collaboration with product and engineering teams.
- Spearheaded UX design and partnered with cross-functional teams in an agile environment.
- Facilitated and planned ideation sessions and weekly design reviews for the project team.
- Identified usability gaps and aligned stakeholders to plan research and enhancements.

Scopely | Principal UX Designer   Jul 2020 – Aug 2021

Social Game Startup (Los Angeles, CA)

- Led feature UX for a flagship mobile game, blending player-centered design with data-driven metrics.
- Aligned design with data-driven product goals through strategic product and research partnerships.
- Created key wireframes, prototypes, and interaction models for cross-functional implementation.
- Conducted user research, map user journeys, and led A/B testing to refine experiences.
- Developed end-to-end user experiences for complex features and flows.

Machine Zone | Senior UX Designer   May 2017 – Jul 2020

Social Game Startup (Palo Alto, CA)

- Led UX for games and enterprise tools, applying systems thinking to scale high-traffic platforms.
- Partnered with key stakeholders in the emerging tech division to develop innovative UX solutions.
- Led UX development for two mobile games designed to drive engagement and monetization.
- Designed a media buying platform managing millions in ad spend across 250+ ad channels.

- Researched and applied new usability methodologies to products and design systems.
- Designed real-time tools for a smart city IoT dashboard managing municipal fleets.

Fyber | Senior Creative Director   Jun 2014 – Mar 2017
Ad Tech Startup (San Francisco, CA)

- Guided creative direction during a time of rapid growth, blending brand strategy with excellent design.
- Established design system ensuring consistent high-quality across products and digital channels.
- Collaborated on initiatives with co-founders and key stakeholders as part of the leadership team.
- Spearheaded digital transformation, enhancing brand value ahead of Fyber's $190M acquisition.
- Led an internal design team and partnered with globally distributed engineering teams.

Zynga | Senior UI/UX Designer   May 2009 – Feb 2014
Social Game Startup (San Francisco, CA)

- Contributed to Zynga's top-performing games, designing for massive scale and optimizing for key metrics.
- Designed experiences for games with 7–8M+ DAUs, optimizing user engagement and monetization.
- Conducted user research, developed prototypes, and planned A/B tests to validate hypotheses.
- Collaborated with multidisciplinary teams in fast-paced design–build cycles.
- Created and presented wireframes for complex user flows and gameplay.

CORE SKILLS

Strengths: UX Leadership, Agile Methodologies, Cross-Functional Collaboration, AI-powered UX, Strategic Recommendations, Design Systems, UI Design, Accessibility, Responsive Design, Mentoring Designers
Design Methods: Human-Centered Design, Design Thinking, Prototyping
Key Tools: Figma, Miro, Adobe Creative Suite, AI-Assisted Design Tools

EDUCATION & CERTIFICATIONS

Bachelor of Science (BS), Graphic Design – North Carolina State University, Raleigh, NC
Practitioner of Human-Centered Design – LUMA Institute Certified, Mt. Lebanon, PA
AI Driven Leadership Strategies for the Future – Stanford University, Palo Alto, CA
Leadership & Innovation – Massachusetts Institute of Technology, Cambridge, MA

AWARDS
Nielsen Norman Group Intranet Design Annual 2023 Winner – MyServiceNow Employee Platform