

Michael Jennings – Product Design

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Summary

Senior UX Leader with over 15 years designing exceptional experiences across desktop platforms and mobile apps for consumer and enterprise SaaS products. I have led diverse product teams through end-to-end user-centered design, transforming ambiguous problem spaces into impactful solutions. I am adept at creating innovative experiences by partnering with key stakeholders to align on goals, shape product strategy, and drive meaningful outcomes.

Recently, I completed a professional program at Stanford on AI-Driven Leadership and a certification in Leadership & Innovation from MIT, bringing a future-forward perspective to product design direction.

Experience

Sr. Staff UX Designer, ServiceNow (Santa Clara, CA)

08/2021 - 09/2025

Led strategic UX initiatives across ServiceNow's platforms and mobile apps, with a focus on innovation and impact.

- Led user experience design, partnering with cross-functional teams in an agile environment.
- Created wireframes and prototypes for complex workflows, guiding teams through human-centered processes.
- Defined user experience for AI features in close collaboration with product and engineering teams.
- Partnered with stakeholders to align, identify usability gaps, plan research, and product enhancements.
- Facilitated and planned ideation sessions and design reviews for the project team.

Principal UX Designer, Scopely (Los Angeles, CA)

07/2020 - 08/2021

Led feature UX for a flagship mobile game, blending player-centered design with data-driven decision-making.

- Develop end-to-end user experiences for complex features and flows, partnering with key stakeholders.
- Create key wireframes, prototypes, and interaction models for cross-functional implementation.
- Conduct user research, map user journeys, and lead A/B testing to refine experiences.
- Align design with data-driven product goals through strategic product and research partnerships.

Senior UX Designer, Machine Zone (Palo Alto, CA)

05/2017 - 07/2020

Led UX for consumer games and enterprise-level tools, applying systems thinking to scale high-traffic platforms.

- Partner with key stakeholders in the emerging tech division to define problems and develop UX solutions
- Design real-time tools for a smart city IoT dashboard managing municipal fleets.
- Design a media buying platform managing millions in ad spend across 250+ advertising channels.
- Lead UX development for two mobile games designed to drive engagement and monetization.
- Research and applied new usability trends, standards and methodologies to products and design systems.

Senior Creative Director, Fyber (San Francisco, CA)

06/2014 - 03/2017

Guided creative direction during a time of rapid growth, blending brand strategy with design system execution.

- Collaborated on initiatives with co-founders and key stakeholders as part of the company leadership team.
- Directed brand and digital transformation, enhancing brand value ahead of Fyber's \$190M acquisition.
- Established design system ensuring consistency and high-quality across products and digital channels.
- Led an internal design team and partnered with globally distributed engineering teams.

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Senior UI/UX Designer, Zynga (San Francisco, CA)

05/2009 - 02/2014

Contributed to some of 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 design hypotheses.
- Created and presented wireframes for complex user flows and gameplay.
- Collaborated with multidisciplinary teams in fast-paced design–build cycles.

UI/UX Designer, Sega (San Francisco, CA)

08/2008 - 01/2009

Supported digital product launches for iconic franchises, ensuring high-quality experiences across platforms.

- Directed and delivered a wide range of creative projects for Sega.com and Sega video games.
- Collaborated with engineering teams to ensure high-quality user experiences across digital channels.
- Created and maintained brand quality on Sega properties, including franchise titles.

Skills

Design Methods - Human-Centered Design, Design Thinking, Prototyping, Interaction Design, Visual Design

Key Tools - Figma, Miro, Adobe Creative Suite

Core Strengths - UX Leadership, Stakeholder Collaboration, Agile Methodologies, Cross-Functional Communication, Mentoring Designers, AI-powered UX, Strategic Recommendations, UI Design, Design Systems

Education & Professional Certifications

AI Driven Leadership Strategies for the Future; Professional Certification - Stanford University, Palo Alto, CA

Leadership & Innovation; Professional Certification - Massachusetts Institute of Technology, Cambridge, MA

Practitioner of Human-Centered Design; Professional Certification - LUMA Institute Certified, Mt. Lebanon, PA

Bachelor of Science in Graphic Design - North Carolina State University, Raleigh, NC