





# HEATHER JUNEAU

LEAD PRODUCT DESIGNER  
UX/UI Design · Design Systems · User Research

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## CORE EXPERTISE

UX/UI Design Leadership  
Design Strategy & Vision  
User-Centered, Iterative Design  
Using Lean Principles  
Figma Prototyping  
User Research & Testing  
Customer Advisory Board (CAB)  
Design Systems & Scalability  
Cross-functional Team  
Collaboration  
Scrum-Based Product Development  
Persona Development  
Stakeholder Communication

## CERTIFICATIONS

Product Analytics Micro  
Certification (Product-School)  
Product Management & Strategy  
Certification (The Wharton School)  
Product-led Certification ([Pendo.io](https://pendo.io))  
AI Product Management Course  
Certification ([Pendo.io](https://pendo.io))

## SUMMARY

Strategic and user-centered product design leader with 12+ years of experience guiding cross-functional teams to deliver intuitive software experiences. Skilled at shaping design vision through deep user insights, rapid iteration, and close collaboration with product and engineering partners. Skilled in translating complex problems into elegant, user-first solutions that drive both business outcomes and customer satisfaction.

## PROFESSIONAL EXPERIENCE

**PRODUCT DESIGN MANAGER** 2023 - Present  
*UX/UI Design · Design Systems · User Research*  
EOS Worldwide, Remote

Led a team of designers in building a scalable, user-centered SaaS platform, applying strategic design leadership to deliver intuitive experiences grounded in customer feedback and usability best practices.

- Product design team lead for SaaS product development, transforming a free beta into a **revenue-generating platform with \$1.5M ARR** and **11% free-to-trial, 63% trial-to-paid conversion rates** 1 year post general availability.
- Created and led a **Customer Advisory Board**, driving user-informed decisions that led to high-impact feature launches.
- Designed and implemented a comprehensive **user research program**, including surveys, polls, and 1:1 interviews, reaching over 60,000 users.
- Translated research findings into **data-driven user personas**, aligning product strategy with real user needs and behavior.
- Partnered with product owners and engineers to prioritize features based on user impact, leading to a **450% increase in customer satisfaction**.
- Championed a design-first culture, streamlining collaboration across teams and **increasing design-to-development output by 25%**.
- Established a shared design system leveraged by 3 cross-functional teams, streamlining collaboration, reducing UI inconsistencies, and **accelerating build time for new features**.
- Conducted 50+ hours of interviews and surveys, resulting in 5 **user personas that guided roadmap prioritization**.
- Established a **pre-development research and validation process** that aligned cross-functional teams around user insights early, accelerating decision-making and reducing feature churn.

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## EDUCATION

**Bachelor of Science in Technology**  
Visually Communication Technology  
Bowling Green University, Ohio

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## TECHNICAL PROFICIENCIES

Figma

Miro

Lyssna

Airfocus

VWO

Pendo

Asana

Adobe XD

Azure DevOps

Google Suite

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## PERSONAL INTERESTS

Downhill Skiing

Sailing

Hiking

Family Time

Cooking

Traveling

Listening to Books

Good Design

- Led discovery and research efforts, including user flows, journey mapping, and competitive analysis, to uncover pain points and opportunities, directly informing UX decisions and **resulting in more intuitive, user-centered experiences.**
- **Accelerated product discovery through design sprints**, validating key assumptions with users.
- Collaborated with the product team on a design sprint to test AI feature concepts, **validating our design hypothesis with 90% user approval** in usability sessions.
- **Applied lean design methodologies** to translate user insights into low-fidelity prototypes, which were validated and refined through rapid cycles, cutting down on rework and development time.
- Developed a **Product Design Playbook** to align design practices across teams, streamline onboarding, and ensure scalable, user-centered decision-making throughout the product lifecycle.
- Enabled product-led growth by using Pendo analytics and in-app surveys to understand user behavior, validate design hypotheses, and inform **UX improvements that increased feature adoption by 20%.**
- Created contextual in-app guides with Pendo to streamline user onboarding and feature discovery, **improving task completion rates** and enhancing overall user experience.

### UX DESIGNER

2022 - 2023

EOS Worldwide, Remote

Played a key role in shaping the early design of a customer-first SaaS platform, contributing to core UX strategy, research, and design execution to support a simple, intuitive user experience.

### UX DESIGNER

2017 - 2022

Qualfon, Highland Park, MI

Experienced in crafting user-centered digital experiences through strong user research, information architecture, and interaction design. Skilled at translating complex requirements into intuitive, accessible interfaces and collaborating closely with cross-functional teams to deliver high-impact solutions. Consistently leveraged industry best practices and emerging trends to elevate product quality and usability. Successfully designed solutions for high-profile clients including Ford, Chrysler, Nestlé, and Safeco Insurance.

### GRAPHIC DESIGN LEAD

2007 - 2016

Dialog Direct, Highland Park, MI

Directed a team of designers in producing cohesive, high-impact visual assets across digital and print channels, ensuring brand consistency and driving alignment with business goals.