

JENNIFER HOWE

Sr. Manager of Product Strategy and Design

Vassalboro, ME

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PROFILE

innovation + design + process = success

I am an accomplished leader at the forefront of product design and strategy. I have been instrumental in establishing and nurturing a high-performing product design team, crafting a comprehensive Standard Operating Procedures (SOP), and implementing a robust DesignOps framework. My innovative approach extends to creating a unified design system that seamlessly spans multiple product lines, ensuring a cohesive and elevated user experience. A visionary in product strategy, I pioneered the inception of a Product Council, contributing significantly to shaping organizational goals. Additionally, I introduced dynamic initiatives like company-wide Hackathons, infusing a culture of continuous creativity and problem-solving. My transformative leadership has left an indelible mark, evolving the design ecosystem from its infancy to a powerhouse of innovation and efficiency.

SPECIALTIES

- Team Building
- Mentorship
- Product Strategy
- Design Thinking Strategy
- Design Systems
- Group Facilitation
- Product Road-mapping
- Accessibility Design
- Customer Journey Mapping
- Persona Development
- User Research/Testing
- Information Architecture
- Project Management
- Managing Remote Teams

LEADERSHIP

Proficient in steering creative teams with a strategic design mindset, I am dedicated to fostering a robust team culture that amplifies existing strengths and yields superior work outcomes. My expertise extends to adeptly managing the complete lifecycle of talent, from recruitment and training to supervision and ongoing mentorship, ensuring the continual growth and success of the team..

WORK EXPERIENCE

Sr. Manager of Product Strategy /Head of Product Design

2020 - Present

Ascent Global Logistics

I establish and oversee a dynamic Product Design team, spearheading the implementation of a robust DesignOps structure and Standard Operating Procedures (SOP) to optimize Ascent's digital user experience. I orchestrate seamless collaboration with cross-functional leaders, fostering effective design and engagement strategies across diverse products and business segments. I pioneer the creation of a Product Leadership Council, playing a pivotal role in shaping and guiding Ascent's overarching product strategy. I advocate for the infusion of design-thinking practices into all facets of product strategies and successfully introduce a cohesive design system across multiple products. Additionally, I spearhead innovative initiatives such as a company-wide Hackathon to drive continuous advancements in creativity and problem-solving.

Product Design Lead

2016 - 2020

Ascent Global Logistics/Roadrunner Transportation Systems

Developed the design best practices and design thinking for all of Ascent's product teams. Lead the design of new domestic transportation management system software. This included user research, user persona development, wire frames, high fidelity prototyping, and UI design. Part of an agile team of developers I was also in charge of UI/UX, UAT, and functionality design.

Lead Customer Experience Designer

2015 - 2016

Saunders Manufacturing

Responsible for all graphic and visual design, website design and development based on customer research and principles of user experience methodologies. I was also responsible for market research for marketing plans and integrating inbound marketing to the ecommerce website.

Community Outreach Manager

1999 - 2015

Sexual Assault Crisis & Support Center

Led the conceptualization and execution of the marketing and outreach strategies for the organization, overseeing projects encompassing web design, print materials, client research, and database management. Managed a diverse team, including staff, volunteers, and community groups, while successfully orchestrating large-scale fundraising events.

EDUCATION

Bachelors of Science in Social Science

2004

University of Maine at Augusta

ASSOCIATIONS

President of The Board Of Directors

2017 - 2020

Kennebec Valley Humane Society