

Jill Tague

Principal Product Designer · Agentic UX · Systems Design

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SUMMARY

Principal Product Designer with 10 years of experience in UX strategy across finance and insurance. I use evidence-based research, journey mapping, and agentic design workflows to connect product strategy with execution, and I prove it with data.

EXPERIENCE

Staff UX Designer · Boeing Employee Credit Union Dec 2024 – Present · Remote

- Distilled 18 legacy and field-research personas into 3 actionable statistical personas with research, product, and engineering partners, and standardized them as the personas for all new designs in the digital transformation.
- Reduced mortgage content by 88%, streamlining a complex process and boosting member self-service.
- Built an AI-powered design hub with Figma Make, Figma Agent, and Copilot as a single source of truth for sharing and documenting each project.

Principal UX Designer · Capital One Feb 2024 – Dec 2024 · Dallas, TX (Remote)

- Gave 300K customers whose cars were repossessed in the last 180 days a self-service path by validating pain points through user research and defining human-AI conversation flows for an end-to-end auto loans chatbot.
- Led the payment flow redesign for defaulted auto loan resolution, using journey maps and service blueprints to reduce friction by 27% in 90 days for distressed customers.

Design Thinking Lead UX Designer · Edward Jones Jul 2021 – Feb 2024 · Remote

- Developed a communication guide for 18K financial advisors that templated client portfolio shifts, influenced \$100B in investment decisions, and supported a SaaS redesign.

Graphic Designer · Fisher Investments Jan 2016 – Jul 2021 · Vancouver, WA

- Reduced time-to-market by 25% in 90 days by driving Jira adoption and design strategy across 14 global business lines.

INDEPENDENT WORK · DESIGN & TRAVEL LLC

Founder & Product Designer AI-built apps

- **Bound Voyage:** designing and shipping an iOS cruise packing and outfit-planning app with a four-role AI agent team (architect, UX, UI, developer) in Claude Code.
- Wrote an agent-readable design token system after a consistency audit found drift across 21 agent-built screens, so agents stop re-deriving values by eye.
- **Scene & Simmer:** a family movie-night planner with 53 weeks of content (636 recipe entries) and low, medium, and high effort levels per course.
- **kAItchen** (live in Lovable): a zero-waste kitchen app that gives every ingredient four lives. **Cr8 Tr8n:** crate training for working puppy parents.

SPEAKING & WORKSHOPS

Workshop facilitator, Crafted by UserTesting
Five signature talks on AI fluency, accessibility, and stakeholder communication

EDUCATION

Bachelor of Graphic Design, Keene State College
M.Ed., Learning & Technology (in progress)

SKILLS

Agentic UX · Conversation Design · Design Systems · Component Libraries · Atomic Design · Information Architecture · Interaction Design · Service Blueprints · Journey Mapping · Human-Centered Design · Benchmarking · Conversion Optimization · Engagement · B2B · B2C · Agile

CERTIFICATIONS & AWARDS

Agentic AI for Leaders, Vanderbilt · Jul 2026
Top 10% Replit Agent User · Jun 2026
UserTesting Creator Track Badge · May 2026
Capital One Diamond Award · Jul 2024
WCAG 2.2 Certification · Mar 2024
PSPO I & II (Scrum Product Owner), Scrum.org · Aug 2023
PSU I (Scrum with UX), Scrum.org · Aug 2023
Enterprise Design Thinking Practitioner, IBM · Jul 2021