

Jennifer Flora Gillespie

Human-Centered Design Leader

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EXPERTISE

Helping organizations deliver human-centered experiences across B2B, B2C, and SaaS. From data intensive to highly regulated environments, I bring 15+ years of navigating complexity, applying systems thinking, and driving thoughtful solutions. Ever-curious, adaptable, strategic thinker, hands-on practitioner and trusted cross-functional partner.

Superpowers: Translating ambiguity into clarity, building trust across disciplines, and — always — advocating for users.

Key Skills: Design Thinking + UX Strategy, Human-Centered End-End Product Design, Design Leadership, Research + Insight-Driven, Cross-Functional Collaboration, Design Communication + Influence, AI Workflow Augmentation

PROFESSIONAL EXPERIENCE

Experience Design, Consultant | Jupiter Intelligence • Remote May 2025 – July 2025

Provided vision and concepts for a climate risk analysis platform, elevating key insights and improving usability across portfolio- and asset-level views. Focused on increased clarity, surfaced actionable insights, and expanded platform utility for enterprise users.

Principal Product Designer • Head of UX | Younite.AI • New York NY Jun 2022 – May 2025

Key accomplishment: Directed end-to-end redesign of core workflow for a complex B2B SaaS home-care provider platform, delivering results under tight time and budget constraints.

- Shifted entrenched user behaviors and improved collaboration across key audience segments.
- Increased adoption and engagement: Daily active use exceeded expectations, reshaping user perception.
- Delivered measurable business outcomes: Reduced operating costs through workflow efficiencies and integration improvements; Increased revenue through new business partnerships.

Capability Lead, Experience Design | PublicisSapient • New York NY Sep 2020 – May 2022

Key accomplishment: Led design and delivery of a new (0 → 1) digital security feature for a mobile app serving 140M+ telecom customers, raising awareness and providing actionable tools.

- Directed a multi-disciplinary creative team of 4+, providing mentorship, strategy, and hands-on design leadership.
- Launched MVP experience and defined roadmap for cross-platform expansion.
- Unified direction across business units through iterative user research and stakeholder alignment.
- MVP exceeded engagement expectations, validated demand, and secured budget for future development.

Experience Design Lead, Consultant | Gather.co • New York NY Oct 2018 - Dec 2021

Key accomplishment: Provided design leadership and on-demand execution to meet evolving business needs in a fast-paced consulting environment. Simplified and optimized workflows for a large-scale CMS supporting 60M annual visitors, improving usability.

Experience Design Principal • UX Manager | PenguinRandomHouse • New York NY Mar 2015 - Nov 2019

Key accomplishments: Established and scaled an internal UX practice, embedding design thinking and research across multiple publishing divisions.

- Modernized and consolidated legacy systems supporting \$3B+ in annual sales, reducing redundancy and improving usability for internal teams.
- Led end-to-end research programs to evaluate feasibility, usability, and value of new tools and workflows.
- Managed and mentored a team of UX designers, raising design maturity and consistency across projects.
- Elevated UX to a trusted, strategic capability and delivered measurable business value through system modernization.

User Experience Lead | Digitas / LBi • New York NY Jun 2009 –Aug 2010 • May 2012 – Jun 2015

Note: Additional positions held at IconNicholson / LBi, FitchRatings and Defense Intelligence Agency. Details provided upon request.

DOMAIN EXPERIENCE + SELECT CLIENTS

Financial Services: American Express, FitchRatings, Jupiter Intelligence, MasterCard, MetLife, RobinHood, TD Ameritrade,

Healthcare + Life Sciences: Aetna/Payflex, Bristol-Myers Squibb, CareConnect, Forest Labs, IBM Watson Health

Technology, SaaS + Telecommunications: BT, IBM (Global Marketing Platforms), National Grid, Verizon

Publishing, Media + Education: Barnes & Noble, College Board, Fodor's Travel Guides, Living Language, Penguin Random House, McKinsey Quarterly (CMS)

Consumer Goods + Retail: Hartz, LA-Z-Boy, Nanette Lepore, NY&Company, Valspar

Public, Nonprofit + Government: Chicago Humanities Festival, Defense Intelligence Agency (DIA), National Gallery of Art

EDUCATION

MA, Industrial Design • Pratt Institute, Brooklyn NY

BA, Mass Communications • University of Maine, Orono ME