

Jenny Pastore

Lead UX Designer

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Lead Product Designer with 7+ years of experience designing and shipping user-centered products across web and mobile. Currently leading UX for GoDaddy Conversations, driving growth to 8.6M+ users and ~\$12.5M revenue.

Specializes in AI-powered workflows, rapid prototyping via vibecoding, and translating complex tasks into intuitive experiences. Known for accelerating product delivery using AI-assisted development and influencing product strategy through research and experimentation.

Experience

Lead UX Designer / GoDaddy (Remote)

August 2022 – Present

Lead UX for a multi-channel (email, chat, SMS, social) communication platform, GoDaddy Conversations, collaborating with product managers and engineering to drive growth, engagement, and monetization.

- Increased engagement to ~47% paid user engagement through improvements to messaging workflows, making Conversations an indispensable tool for SMBs
 - Supported expansion toward 162K+ paid users via onboarding, upgrade flows, and feature adoption
 - Led UX for AI-powered inbox automation (Airo/KORA), shaping agent-driven communication workflows across channels
 - Designed AI-assisted experiences including suggested replies, automated actions, and knowledge ingestion systems
 - Reduced feature delivery timelines by ~57% by vibecoding production-ready code with Claude
 - Act as Conversations design lead, overseeing web and mobile and mentoring a junior designer
 - Led design-driven future vision work, influencing product roadmaps with north star concepts
 - Conducted moderated user interviews with Conversations users to validate and inform product direction
 - Facilitated weekly FullStory sessions to identify usability issues, bugs, and optimization opportunities
 - Championed experimentation program (1+ controlled experiment per month), delivering wins including AI Suggested Pay Link, Chat Contact Mode, and email notification
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Senior Product Designer / Asurion (Nashville, TN)

September 2017 – August 2022

- Led design for cross-functional product teams, delivering end-to-end user experiences across web and mobile
- Partnered with product managers and engineers to shape product strategy and prioritize user needs
- Conducted user testing, interviews, and co-creation sessions to validate solutions and reduce product risk
- Designed intuitive experiences from wireframes to high-fidelity prototypes

Graphic Designer / The Clever Factory (Nashville, TN)

January 2017 – September 2017

- Designed consumer-facing print products for major retailers with high attention to detail
- Managed tight production timelines and ensured accuracy in packaging and output
- Created original illustrations and product designs

Graphic Designer / Beloit Daily News (Beloit, WI)

June 2014 – December 2016

Skills

UX/UI Design
Interaction Design
Prototyping
Figma, FigJam
Adobe Illustrator, Photoshop
User Research & Usability Testing
Behavioral Analytics (FullStory)
AI-assisted prototyping (Claude, Cursor, Figma Make)

Education

BA in Art, Graphic Design; Minor in Advertising
University of Wisconsin–Whitewater