



# Cori Jones

## Director / VP of Product Design & Experience Strategy

Human-centered product design leader with 15+ years of experience guiding discovery, strategy, and delivery across complex, enterprise and platform-based products. Known for translating ambiguity into clear product direction, aligning design with engineering and business constraints, and scaling systems, teams, and practices in regulated and high-stakes environments. Comfortable operating at both executive and hands-on levels to drive outcomes.

## Experience

### VP of Product Design (Founding Design Leader)

iGo / Early-Stage Startup, B2C / AI-Enabled Platform / June 2025-Present

- Lead end-to-end design strategy and execution across early-stage product discovery, concept development, and delivery.
- Partner closely with CEO and Engineering leadership to define product vision, roadmap priorities, and foundational platform architecture.
- Translate ambiguous problem spaces into clear product direction through research, synthesis, and rapid experimentation.
- Establish early design principles, patterns, and systems to support scalability as the organization grows.

### Director of Product Design

nCino / Enterprise Fintech SaaS Platform - May 2021 / June 2025

- Defined and led UX strategy for a multi-product enterprise platform serving global financial institutions.
- Led and scaled a globally distributed design organization (30+ designers) across multiple product areas in a matrixed environment.
- Designed platform-level experiences deeply integrated with Salesforce, balancing customization, compliance, and usability.
- Partnered with Product and Engineering leadership to align experience strategy with technical architecture and business priorities.
- Played a key role in UX unification following a \$1.2B acquisition, aligning disparate products under a cohesive platform vision.

### Senior Manager, Product Design

Bluehost / SaaS & Platform Products / Feb 2019-May 2021

- Led cross-functional design teams supporting large-scale consumer and B2B SaaS products.
- Applied human-centered design and Lean UX practices to guide discovery, prioritization, and delivery.
- Partnered with Product and Engineering to translate technical constraints into intuitive customer experiences.

### Manager, Product Design & UX Research Lead

Asurion / Consumer & Enterprise Platforms / Feb 2014-Jan 2019

- Built and led the company's first centralized UX research and design systems functions.
- Established shared frameworks, patterns, and research practices supporting 20+ designers across product teams.
- Conducted foundational research and facilitated design sprints to inform strategy and improve decision-making.

### Earlier Career

UX & Product Design leadership and IC roles at Eli Kirk, Workfront, Alliance Health Networks, Axis41, Candesa Interactive; Co-Founder, Focus Design.

## Education

### BFA, Graphic Design

Brigham Young University, 1999

## Core Focus Areas

- Product & Experience Strategy
- Platform & Systems Thinking
- Qualitative Research & Insight Synthesis
- Complex & Regulated Domains (Fintech, SaaS)
- Cross-Functional Leadership (Product, Engineering, Data)
- Executive & Stakeholder Communication
- Design Systems & Scalable Practices
- Modern & AI-Augmented Design Workflows