Jai Tudor Jones | Senior Product Designer

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EXPERIENCE

Lennar | Senior UX Designer | Jan–Nov 2026
Consumer web, sales enablement, design systems, and AI tooling | National homebuilder

- Led UX strategy for Coming Soon community pages, a cross-functional initiative projected to generate millions in 2027 sales revenue; independently drove prototyping, A/B experimentation, and a 10-participant usability study to shape MVP scope and inform executive decisions.
- Led touchscreen redesign of the Digital Sales Presentation (DSP) tool, targeting a Q4 2026 rollout across ~1,700 communities and adoption by ~2,000 New Home Consultants (NHCs) Led design and research strategy for personalized NHC landing pages, contributing to a **10% increase in adoption of the sales tool**.
- Designed three SEO landing page templates for organic and AI-driven home search, contributing to **57% growth in clicks and 62% in impressions within one quarter of launch**.
- Built four reusable Claude and Figma AI workflows adopted by 5 design and engineering peers; established design system governance to improve quality, consistency, and scalability.
- Shaped UX trust and transparency standards for an AI-powered illustration tool, recommending disclosure guidelines for responsible integration.

Ylopo | Senior Product Designer | 2024 – 2026
B2B enterprise real estate technology

- Established design intake, measurement, and usability testing practices to inform roadmap decisions and product prioritization; mentored two junior designers.
- Owned enterprise design system strategy and evolution, establishing scalable component standards, governance, and documentation to improve product consistency and design quality.
- Redesigned enterprise dashboard and navigation, **reducing user task completion time by 47%**

Zillow | Product Designer II (Promoted from Product Designer I) | 2021 – 2024

- Redesigned Home Loans marketing landing page, **increasing customer conversion by 26%**.
- Simplified a regulated mortgage prequalification experience through wizard flow and digital document design, **reducing customer attrition by 15%.**
- Audited Home Loans experiences to identify design system gaps, informing brand refresh strategies to improve consistency, differentiation, and consumer trust.
- Digitized the consumer rebate experience through ACH enrollment, **increasing CSAT by 50% and saving approximately $2M in operational overhead**.

Earlier: Founding Designer, JaiTudor.com (2018 – 2021) | Brand and UX for early-stage startups and small businesses, including Clutch, which raised $1M+ pre-funding and was acquired by Plaiced.

EDUCATION

Purdue University | B.S. in UX Design | Certificate in Collaborative Leadership

SKILLS

Strategy & Leadership: Product Strategy · Design Systems Governance · Cross-functional Leadership · Stakeholder Management · Mentorship
Product Design: Figma · Prototyping · Interaction Design · Responsive Design · Accessibility
AI & Automation: Claude · MCP · Figma AI · AI Workflow Development · AI-Assisted Design
Research: User Research · Usability Testing · A/B Testing · Product Analytics