

Jerusha Holsinger

Sr. Product Designer

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Experience

Cheetah Digital By Zeta Global / Sr. Product Designer

DECEMBER 2021 - March 2026, REMOTE

As a **Senior UX Designer at Zeta Global**, I operate at a Staff level, leading design for complex, high-scale SaaS products that enable marketing teams to execute faster and make better decisions. **Across Cheetah Digital and Journeys**, I focus on reducing friction in critical workflows and driving measurable improvements in speed, usability, and product adoption.

I led product design for **Cheetah Express, an AI-driven, lightweight messaging platform** built to run alongside Cheetah Digital. I helped define the product from 0→1, introducing a faster, more intuitive way for marketers to create and launch campaigns. By leveraging AI to streamline content creation, audience targeting, and execution, the product enables teams to move from idea to live campaign significantly faster—**unlocking a new, high-velocity workflow within an otherwise complex ecosystem.**

I work closely with Product and Engineering to shape product strategy, **prioritize high-impact opportunities**, and drive alignment across teams. Beyond shipping features, I establish scalable design patterns and frameworks that improve consistency and accelerate development across the Zeta ecosystem.

My approach centers on **driving impact through clarity**—using systems thinking, rapid iteration, and strong cross-functional leadership to turn complex platforms into simple, high-leverage experiences.

KQED / Lead UX Designer

NOVEMBER 2019 - DECEMBER 2021, SAN FRANCISCO

Lead UX Designer for Education and Mobile products at KQED, driving end-to-end product design in close partnership with Product and Engineering. Led strategy, research, and execution to deliver scalable digital experiences for teachers, students, and public media audiences.

Owned the redesign and launch of **the native mobile experience for KQED FM**, translating a broad and competing feature set into a focused listening product centered on core user behaviors: live radio streaming, program discovery, and podcast access. Delivered a simplified information architecture and interaction model that improved usability and clarified the product's core value.

Led cross-functional collaboration across Product, Engineering, and Audience teams to **launch the Kid-Friendly newsletter initiative**, aligning stakeholders around product direction and successfully delivering a new offering for families and educators despite evolving requirements.

Partnered with Product and Engineering to **introduce the platform's first user account system**, designing a streamlined single-sign-on onboarding flow. Established the foundation for personalization, authenticated experiences, and future product growth across KQED's digital ecosystem.

theBoardlist / Lead Product Designer/UX Engineer

NOVEMBER 2016 - AUGUST 2018, SAN FRANCISCO

As a Lead, I drove end-to-end product design in close partnership with Product, Engineering, and Marketing, aligning cross-functional teams around high-impact user experiences. My responsibilities included:

- Identifying critical usability gaps and delivering scalable, high-leverage design solutions that improved overall product quality and user efficiency.
- Designing intuitive, consumer-grade interfaces with polished, high-fidelity interactions that elevated the user experience.
- Evolving and operationalizing the design system to ensure consistency, speed, and scalability across the product ecosystem.

I worked hands-on with front-end engineers daily to ensure pixel-perfect execution, rapid iteration, and a high bar for craft, using strong product thinking and problem-solving to drive decisions forward.

Microsoft / Product Designer

NOVEMBER 2015 - OCTOBER 2016, REDMOND

- Designed end-to-end user experiences for enterprise products serving Fortune 500 clients, translating complex requirements into intuitive, scalable solutions
- Partnered with Product Director and cross-functional teams (PM, Engineering, Design) to drive alignment from concept through launch
- Produced high-fidelity prototypes and detailed specs, reducing ambiguity and enabling consistent, high-quality implementation
- Contributed to and extended a shared design system, improving UI consistency and accelerating development across multiple product surfaces
- Built and maintained a centralized UX pattern library, increasing design reuse and team velocity
- Collaborated closely with engineers to ensure pixel-perfect execution and seamless design-to-development handoff
- Applied systems thinking and knowledge of software architecture to design scalable, future-proof solutions

- Championed accessibility best practices (WCAG) and standards-compliant design across core product experiences
- Leveraged working knowledge of front-end technologies (HTML/CSS/JS) to inform design decisions and trade-offs

CreativeLive / Product Designer / UX Designer / IA Designer

JULY 2012 - OCTOBER 2016, SEATTLE

At CreativeLive, partnered with Product and Design leadership to scale the platform from 1.5K to 1M+ users in two years.

Impact:

- Drove end-to-end design of user-centered experiences that supported rapid user growth and engagement
- Translated product requirements into high-quality interaction models, prototypes, and detailed design specs for engineering
- Identified and executed on high-impact opportunities through close collaboration with Product, Engineering, and Design

Execution:

- Delivered scalable, task-oriented UI patterns aligned with evolving product needs
- Balanced user experience, business goals, and technical constraints to ship effective solutions quickly
- Leveraged strong systems thinking to simplify complex workflows and improve usability

Strengths:

- Product thinking and structured problem-solving in ambiguous, fast-paced environments
- Deep understanding of software systems and engineering workflows
- High fluency in cross-functional collaboration with technical teams
- Expertise in interaction design, usability, and modern UX best practices

Skills

Product Design

UX Design

Design Systems

SaaS Product Design

User Research

Prototyping

Interaction Design

Systems Thinking

Cross-functional Collaboration

Product Strategy
Journey Mapping
A/B Testing
Stakeholder Management
Mobile App Design
Figma

Education

Cornish College of the Arts / BFA Visual Communications
SEPTEMBER 2007 - MAY 2011, SEATTLE, WA