

JEFF SKOP

PRINCIPAL DESIGN & PRODUCT LEADER — AI-FORWARD UX STRATEGY

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PASSION

Design & Product leader with 20+ years scaling creative platforms and enterprise design operations. Specializes in AI-forward UX strategy — human-AI interaction, generative and adaptive UI, and conversational systems — most recently applying AI to produce high-engagement creative work (Suno Staff Pick, 400K+ listeners; 70K+ streams in 7 days). Bridges complex engineering and intuitive, high-fidelity creative expression into design systems that drive measurable business impact.

SKILLS

AI-Forward UX Strategy • Human-AI Interaction & Human-in-the-Loop Design • Conversational UX & Agentic Workflows • Generative & Adaptive UI • AI Design Tooling & Layout Generators • Design Systems & Insight/Research AI • Design & Product Leadership • Strategic Planning & Program Management • Cross-Functional & Stakeholder Leadership • Research, Data Analysis & Process Optimization • Figma, Adobe CC, Jira, Asana

HISTORY

PRINCIPAL UX & AI DESIGN CONSULTANT

IntelliMart | May 2023 – Present

- **AI HIGHLIGHT:** Deploy generative AI and AI-assisted prototyping tools to compress concept-to-prototype cycles, scaling design and content production for enterprise clients.
- Direct UX design strategy, planning, and execution across designers, engineers, and content creators for complex enterprise implementations.
- Own end-to-end product strategy, client stakeholder management, and design system orchestration through rapid, cross-functional collaboration.

SENIOR UX DESIGN MANAGER

Workday | Apr 2022 – May 2023

- **AI HIGHLIGHT:** Audited existing metadata and content taxonomy to surface and eliminate redundant information structures, streamlining both AI-driven and traditional wayfinding paths so users could reach task completion faster.
- Built and governed Workday's Foundations Team, establishing a Wayfinding Program and Design Recipe Playbook adopted across casual, manager, and professional user types.
- Directed an assess-design-build strategy for wayfinding improvements, projecting a 12% findability increase while aligning cross-organizational stakeholders.
- Embedded UX into Agile processes, partnering with leadership on resourcing, budgets, and KPIs to drive continuous improvement.

SENIOR DESIGN MANAGER – CONVERSATIONAL DESIGN PLATFORM

Expedia Group | Apr 2019 – Mar 2021

- **AI HIGHLIGHT:** Pioneered new conversation design patterns and atomic UI components within the core design system, establishing reusable building blocks for AI-driven conversational experiences.
- Scaled a design operations framework for Expedia's SaaS Conversational Design Platform, built on NLU, AI, and Machine Learning, aligning design strategy with business goals across internal and external platforms.
- Directed Chatbot design strategy contributing to approximately \$30M in annual call-center savings.
- Led and mentored cross-functional teams, managing budgets, vendor relationships, and data-driven optimization of user experience and operational efficiency.

SENIOR UX MANAGER – CREATOR & DEVELOPER PROGRAM

AT&T | Aug 2011 – Apr 2019

- Directed strategic UX for AT&T's API Platform and flagship developer event app, aligning cross-functional teams on scalable goals.
- Elevated design efficiency through Agile integration and KPI-driven workflow refinements.
- Drove data-driven, user-centric design from strategy through prototyping, increasing SHAPE traffic 191% and conversion 3% (2018).

EDUCATION & PORTFOLIO

University of Richmond, Master of Humanities & English Literature • Randolph-Macon College, B.S. Philosophy
jeffskop.com — Recent examples provided upon request.