JESSICA WATSON

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Design leader with 15 years of experience building products and teams across consumer, business, and civic technology. At Meta, I led design for industry-defining mobile advertising products and scaled the design organization from 2 to 40+. I then co-founded U.S. Digital Response, where I led products that simplified complex government workflows. I thrive on ambiguous, interconnected problems, helping teams turn complexity into clear, thoughtful experiences while building the systems and conditions that make great work possible.

EXPERIENCE

Co-Founder and Chief Product Officer | U.S. Digital Response*, Remote, April 2020-June 2026*
Volunteer > Co-Founder > Chief People Officer > Chief Experience Officer > Chief Product Officer

- Co-founded USDR as part of its original eight-person team, growing the organization to 30 staff supporting 650+ government partners. Built the people and hiring functions from scratch and served in executive leadership roles spanning people, experience, and product.
- Advised a team developing a language-access product for unemployment insurance, beginning with research to create a validated Spanish glossary that accounted for regional differences and corrected consequential mistranslations. As language models became more capable, the team used the glossary to ground a constrained AI translation approach designed for greater accuracy and trust.
- Founded and led the Grants program, which built three web products to help state and local governments find and report on federal funding. The reporting tool automated the aggregation and validation of hundreds of reports, saving governments hundreds of hours each quarter while processing $14B+ in funds.

Product Design Director | Facebook (Meta)*, Menlo Park, CA, May 2013-September 2019*
Grew from individual contributor to director over six years

- Partnered with Product, Engineering, Data Science, and Marketing leadership to identify new market opportunities, define product strategy, and lead design for a portfolio of mobile advertising products including Canvas, Lead Ads, Native Video, Carousel, and Collection Ads. The portfolio influenced mobile advertising well beyond Facebook. Lead Ads alone grew to more than $2B in annual revenue.
- Led the simplification of 25+ advertising formats across desktop, mobile, and mobile web, creating a shared cross-platform design system organized around a standard aspect ratio. The system reduced the number of assets advertisers needed to produce while improving consistency and scalability across the portfolio.
- Helped shift a deeply metrics-driven product culture by establishing Design as a strategic partner alongside Product and Engineering, making user experience and product quality central to how we developed and shipped products. Created FAM (Facebook App Monetization) Camp, a monthly onboarding program that helped new team members of our 600+ person org understand the organization's mission, product development approach, and ways of working.
- Built and scaled the Facebook App Monetization design organization from 2 to more than 40 designers, developing multiple ICs into managers and ultimately leading through three design managers while continuing to provide direct feedback on the team's highest-priority work. Helped shape the broader Facebook Design organization through hiring, calibration, and design leadership forums.

Design Strategist, Hot Studio*, San Francisco, CA, June 2012-May 2013*

- Created brand and content strategy for a new print and digital product; designed and facilitated resonance testing, one-on-ones and focus groups; delivered final recommendations to the client.

Fellow, Mayor's Office of Civic Innovation*, San Francisco, CA, March 2012-June 2012*

- Led launch strategy and social marketing for ImproveSF.com; created an implementation plan grounded in user research to launch Yammer as a citywide enterprise network.

Design Strategy Intern, fuseproject*, San Francisco, CA, June 2011-March 2012*

- Developed brand and product strategy for clients bringing new technologies to market, helping define what the product is, what story it tells, and how it scales, all grounded in market and user research.

CORE CAPABILITIES

Product strategy & vision
Systems & workflow design
Scalable experience frameworks
Research & discovery
Cross-functional leadership
Design organization leadership
Managing & developing leaders
AI-assisted product development

EDUCATION

MBA, Design Strategy
California College of the Arts, San Francisco, CA, 2011-2012

BA, Political Science
Minor in Art History
University of Arizona, Tucson, AZ, 1997-1999