Jesse Worbington

Senior Experience Designer

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Professional Summary

Senior Experience Designer with 15+ years shipping end-to-end digital products across fintech, fitness, travel, and advertising — including Royal Caribbean's Royal iQ app, Zumba's ClassBuzz (500K+ downloads), and mobile banking at Bank of America. Known for a high bar for craft, strong design systems thinking, and aligning cross-functional teams from first insight to final release

Experience

Bank of America
Product Designer II
Jun 2022 – Present

- Owned end-to-end redesign of Bank of America's mobile wire transfer experience for Merrill and Private Bank clients, supporting high-value, high-trust transactions.
- Led the redesign of the Merrill and Private Bank secure message center, and contributed to a global overhaul of the account overview experience, defining component patterns and accessibility standards adopted across both platforms.
- Designed critical warning messaging for margin accounts across 5 lines of business on web and mobile, ensuring Merrill transfer clients clearly understood potential interest implications before completing transactions.
- Contributed to a 150% lift in offer redemption through restructured / redesigned Bank of America rewards page and holiday campaign banners and a

Zumba
UX/UI Designer
May 2017 – May 2022

- Led end-to-end design, testing, and launch of ClassBuzz, Zumba's instructor marketing app with 500K+ downloads.
- Redesigned the end-to-end class experience for both students and instructors — improving class discovery and signup for students while simplifying recurring class management for instructors, improving instructor satisfaction and retention.
- Conducted in-depth UX research and iterative design explorations across Zumba's multimillion-dollar apparel shop, identifying opportunities to improve product discovery and conversion.

PenFed Credit Union
Lead UI Designer
Feb 2016 – May 2017

- Drove a rapid UI modernization across PenFed's core digital product suite in under 18 months — spanning loan products (auto, mortgage, home equity, personal), credit cards, checking, CDs, login, homepage, accounts, and a new careers page.
- Created and maintained a comprehensive design system and brand guidelines for PenFed's digital ecosystem.
- Embedded WCAG accessibility best practices across PenFed's digital experiences, expanding access for all members.

Royal Caribbean Int'l
Senior Visual Designer
2014-2016

- First hire on Royal Caribbean's Interactive Design & Development team — designed and optimized web experiences across desktop and mobile, led a homepage redesign following the company's "WOW" rebranding.

- Improved the cruise search experience across desktop and mobile, and redesigned how guests spend onboard credit in Cruise Planner, reducing friction across two of the site's highest-traffic flows.

- Led design on Royal iQ, the company's first onboard app — lived and worked aboard Quantum of the Seas during final construction in Germany, collaborating with developers and PMs through launch and post-launch iteration.

Tropic Survival Advertising & Mktg.
Information Architect
2010 - 2014

- Shaped the UX, site architecture, and visual direction for the agency's digital client roster — including a B2B marketing material repository for KFC Latin America — with hands-on front-end development across client properties.

- Designed and launched a complete redesign of the agency's own website, replacing an outdated Flash-based experience with a modern, responsive web presence.

CometAds
UI Director
2010 - 2014

- Took ownership of and evolved the design for CometAds' self-serve SaaS video ad builder, enabling advertisers to create, publish, and track campaigns directly through the platform — with focus ultimately shifting to the mobile performance tracker as the product's standout differentiator.

- Proposed and designed the company's mobile ad performance tracker, delivering custom white-label versions for clients including Houzz and Homeware — and created the full ad experience from banner ads to high-converting landing pages.

Education

Florida State University
Bachelor of Science, Information Technology — 2009

Skills

Design skills
- Product design
- Responsive web
- Mobile apps
- User research

Methodologies
- Agile
- Design thinking
- Jobs-to-be-done
- Design sprint

Software
- Figma
- Sketch
- Adobe Suite

Front-end code
- HTML
- CSS
- Javascript