

Jacob Etheridge

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HIGHLIGHTS

- Recipient of 2 Spotlight Awards at TaxAct for outstanding work and hitting business goals.
 - Recipient of the Customer Obsession annual award across the Product, Engineering, and Design (PED) organization at Optro.
 - Conducted 300+ user interviews throughout career.
 - Promoted year over year for excellent work and helping teams reach their goals.
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EXPERIENCE

Senior Product Designer, 2025 – Present — OPTRO (*formerly AuditBoard*)

- Designed and shipped the Scenario Planning feature, complimenting the flagship GRC product, driving \$1.4M in pipeline its first quarter and closing deals with several major enterprise clients, and closed with \$240K ARR.
- Co-led agentic product vision mapping with the UX Architect, leveraging AI design tooling to produce 5x iteration volume in half the typical timeline.
- Pioneered Claude Code and Replit adoption alongside senior designers — then leveraged both tools with an engineer to compress a full quarter of work into two sprints.

Lead UX Designer, 2023 – 2025 — TAXACT

- Drove \$550K+ in incremental revenue by optimizing Audit Defense upsells and cross-selling 1040s from the SMB product, improving customer retention.
- Increased NPS from 49.9 to 60.5 while cutting call volume in half — a win for both customers and the support team.
- Surpassed Complete Rate goal by 4x for the States Flow.
- Cut State revision time for development by 75% (42 months) by introducing a new UX Template.

Sr. UX Designer, 2022 – 2023 — TAXACT

- Spread Design Thinking across the org by leading workshops for 100+ cross-functional team members.
- Reduced task completion time by 75% on a flagship feature through hands-on usability testing.

- Shaved 50% off user research time by founding a UX Design Council — a group of engaged users who gave quality, consistent feedback.

UX Designer, 2021 – 2022 — TAXACT

- Led in-person and online Design Thinking workshops for 30+ participants across multiple teams.
 - Conducted remote usability research with cross-functional teams and 100+ users.
 - Trained 10+ multifunctional teammates on Design Thinking and taught Figma to 8+ designers.
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SKILLS

Wireframing · Interaction Design · Journey Mapping · User Research Analysis · Qualitative Research · Quantitative Research · Prototyping · AI Rapid Prototyping · AI Product Design · Process Implementation · Mentorship · Servant Leadership · Communication · Stakeholder Management

EDUCATION

UX Design Immersive — General Assembly
Bachelor of Arts, — AMES Christian University