

Jennette Tweddle

Product Design

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OVERVIEW

I design fintech tools for the people traditional finance ignores.

I lead with empathy-driven research, align stakeholders with clear narratives, and ship small and often to make metrics actually move.

EXPERIENCE

Jobber

Senior Product Designer

OCT 2024 – PRESENT

- **Progress Invoicing:** Inherited early-stage designs and drove the project to launch, shipping a milestone-based billing feature that helps home service businesses maintain steady cash flow.
- **Capital Lending:** Designed the in-app loan offer and management experience for home service business owners, lifting conversion 33% (2.43% → 3.25%) within 30 days of launch.

Moves Financial

Product Design Lead

JAN 2021 – DEC 2023

- **Founding Product Design:** Grew the design function for a financial app serving multi-platform gig workers, shaping the strategic direction of a suite of financial and performance tools designed to build their long-term wealth.
- **Stock Rewards:** Led the end-to-end design of a niche stock rewards feature from discovery to launch, achieving 40% adoption among active users and driving a 16% lift in interchange revenue per user.
- **Cash Advance Optimization:** Redesigned the Cash Advance product around sustainable repayment behaviour, lifting the repayment rate from 64% → 82% and securing the product's viability.

Borrowell

Design Manager

JUL 2020 – DEC 2020

- **Team Leadership:** Managed a team of product and brand designers to ship work aligned with priorities set by business partners.
- **Design Operations:** Expanded research methods, streamlined workflows, and raised the bar on design quality across the team.

Senior Product Designer

NOV 2019 – JUN 2020

- **Conversion Optimization:** Embedded on an agile team, paired user research with data analytics to match members across varied credit profiles to the financial products best suited to them. Increased monthly conversion by 2% over the course of two quarters.

Roadmunk

Senior Product Designer

JAN 2019 – OCT 2019

- **Product Discovery:** Owned research for a new product focused on helping users manage their pre-roadmap work. Shaped the MVP through user research, expert interviews, and competitive analysis. Built buy-in and shared progress through company-wide presentations and regular C-suite critiques.

Product Designer

JAN 2017 – DEC 2018

- **Feature Delivery:** Designed and shipped 10+ features across two agile teams within a mature roadmapping SaaS product.

EDUCATION

Master of Information

University of Toronto

- Focus on book history and print culture.

Bachelor of Design, Honours

York University

- Focus on colour theory, typography & information design.