

Judy Siegel

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SUMMARY

Design and Product Leader with 15+ years shaping complex, user experiences through deep user research, prototyping and iterations, and strategic design vision. Skilled at translating ambiguous problem spaces into clear product direction and influencing cross-functional partners across product, engineering, research, and data.

EXPERIENCE

Director of Product Design - ArcXP

May 2022 - Nov 2024

ArcXP is a SaaS digital experience platform that empowers publishers to deliver, personalize, and monetize content.

- Led a design team of 10 through the redesign of Arc XP's CMS authoring interface employing Figma, Respondent.io and Maze, to improve newsroom efficiency for journalists and editors, resulting in a 25% reduction in time to publish stories across client newsrooms.
- Collaborated with Engineering to scale a design system using Figma and Zeroheight, to accelerate product development across Arc XP's suite of tools, cutting design-developer handoff time by 40%.
- Directed cross-functional discovery workshops with major media brands to align unmet needs with the product roadmap, contributing to a 15% increase in client retention
- Developed AI design guidelines using stakeholder workshops, user research, and iterative prototyping in Figma, to enable a rollout of AI features across the platform, resulting in a 25% increase in adoption of new AI tools within the first 3 months of launch.

Director of Product Design & UX Research - Dow Jones

June 2018 - October 2021

Dow Jones is a global provider of financial news, market data, and business intelligence through leading brands like The Wall Street Journal, Barron's, and MarketWatch.

- Partnered with Editorial, Product, Sales, and Marketing teams to run quick experiments using UX prototyping, rapid development cycles, and A/B and multivariate testing, to accelerate validation of ideas and strengthen cross-functional collaboration, resulting in multiple launched improvements and enhanced team alignment.
- Redesigned UX growth features (subscriptions, notifications, retention flows) and streamlined article and section components to boost user engagement across key digital touchpoints, achieving a 25% increase in page views, time on site, and conversions.
- Delivered strategic UX enhancements for the subscriber experience using data-driven design and iterative prototyping to strengthen the value proposition for existing members, resulting in a 33% improvement in subscriber conversion rates.
- Led subscription and membership design initiatives using user journey mapping and conversion funnel optimization to drive loyalty and conversion for core finance products and later offerings like Barron's Education and Barron's+, contributing to significant subscriber growth across product lines.
- Drove design system creation for Barron's using design audits, stakeholder interviews, and component library development in Figma, to improve consistency and efficiency across the brand's digital products, establishing a scalable foundation for a future cross-brand design system.

UX Lead/Digital Service Expert - United States Digital Service

June 2017 - June 2018

The United States Digital Service is a federal tech unit modernizing government services through user-centered digital solutions.

- Accomplished safer and clearer provider-facing workflows by redesigning digital healthcare services, using human-centered methods within strict policy constraints.
- Enhanced the user experience for essential healthcare services while integrating design thinking into government digital projects.
- Contributed to large-scale change management initiatives and improvements at the VA and HHS, reinforcing effective cross-functional collaboration.
- Optimized key subflows via physician usability testing and feedback on Quality Payment Program (QPP), product at CMS managing over \$2 billion in healthcare payments, resulting in a 13% reduction in time on task and improved ease of use.
- Boosted veteran satisfaction on Veterans Affairs digital disability benefits project by 36% through targeted design improvements in disability benefits services

SKILLS

Strategic Leadership:
Business Strategy, UX Strategy, Product Roadmaps, Design Operations

Research & Analytics:
Mixed-Methods Research, User Research, Quantitative Research, Qualitative Research, Research Operations, Analytics, A/B Testing, Multivariate Testing

Design & Interaction:
Interaction Design, Prototyping, Sketching, Design Systems, Design Standards, Web Standards, Accessibility, Lean UX, Visual Communication, Storytelling, User-centered Design, Experience Design, Wireframing, IA

Tools & Technologies:
Figma, Maze, Userzoom, Pendo, Google Analytics, HTML/CSS, AI - Lovable, Claude

Product & Management:
Product Development, Product Requirements, Stakeholder Management, People Management, Agile Development, E-commerce

EDUCATION & CERTIFICATIONS

Master of Science in Human-Computer Interaction – Georgia Institute of Technology	
• Relevant courses: Evaluation of User Interfaces, Engineering Psychology, UX Prototyping, Mobile UX Studio	
Claude for Designers - Maven	March 2026
Product Management for Designers - Maven	Jan 2025
d.MBA Program Certificate - d.MBA	Nov 2023
UX Leadership - Nielsen Norman Group	Oct 2023
ROI of Design - Nielsen Norman Group	Oct 2023