

Jessa Wolfe

Design leader turning scattered ideas into products people love.

<https://jessa.art> · jessawolfedesign@gmail.com · 716.574.3209

ABOUT MY WORK

I build products and the teams behind them. I've grown designers from their first role to lead, I work hands-on in both Figma and code, and I stay curious—learning constantly from my team and our users.

CORE SKILLS

Build: React, TypeScript, HTML/CSS/JS, component architecture, motion/animation

Systems: design tokens, governance, Figma-to-code parity, accessibility (WCAG)

Design: interaction design, prototyping, editorial/visual design, design strategy

Lead: roadmap shaping, cross-functional facilitation, workshop design, mentoring, critique culture

Tooling: Figma, Claude Code, Git, MCP-based AI workflows

EDUCATION

Bryant & Stratton College

Associates in Interactive Media Design

2010 – 2013

CAREER OVERVIEW

ACV Auctions | February 17th, 2020 – Present | Buffalo, NY

Current Role: Head of Design

Previous Roles: Sr. Manager, Manager, Product Design |

Senior Product Designer

- **Led design strategy across three distinct business lines**, partnering with 20+ product owners to shape roadmap and priorities while keeping the experience coherent end to end.
- **Architected and built ACV's design system from zero**—tokens, components, governance—so a fragmented multi-team product reads as though one designer made it; drove Figma-to-code parity across 20+ product surfaces.
- **Shipped production features to 100k+ dealers nationwide**, including bulk multi-select launch flows that compressed launching hundreds of cars into a few clicks.
- **Led the strategy to evolve the live auction experience**, reframing inventory as a two-sided converged lifecycle and translating it into IA, concepts, and shippable direction.
- **Enabling LLM and Machine Learning Strategies for Buyers** to understand vehicle data quickly, providing recon cost estimates customized to taste profile and seller pricing models improving STR by 14%.
- **Unpacked ambiguous, high-stakes problem spaces** (assurance/arbitration, personalization) into MVP workstreams and decision-ready artifacts for leadership.
- **Built the design practice from the ground up**—rituals, critique culture, and an L1-to-Lead career ladder—and mentored designers on both craft and technical fluency.

SELECTED WORK

Design System — ACV

Auctions.

Architected and built ACV's design system as code; tokens, components, governance, and Figma-to-code parity across 20+ surfaces.

Somnar.

Voice-first dream-journal app—brand, eight screens, generative dream-art, and a working prototype—self-built end to end in two days.

Harbor.

Mobile banking concept built as a full React/Vite prototype across all core flows: send, bill pay, cards, onboarding, notifications.

ACV Drops (PW: jessa-work-2026).

Product strategy turning 341k listings into a personalized buy plan—concept through interaction design.

TALKS

Intro to Design Thinking · The Power of Narrative · Embracing Humility as a UX Designer

- **Facilitated cross-functional workshops and alignment** sessions, bringing product, engineering, and design to shared decisions faster.
- **Self-built functional prototypes** (brand through working app) to de-risk concepts and align stakeholders on real, interactive artifacts rather than static mocks.

ThreeSixty | *May 2016 – Feb 2020* | *Buffalo NY*

Director of Creative Services

- **Owned the full creative process from strategy through final delivery** across B2B and B2C product, marketing, and brand work.
- **Grew the design department from 4 to 12 people**, hiring, leveling, and mentoring across disciplines.
- Reduced revision cycles ~30% by designing agency-wide review and critique processes.
- **Set creative direction and standards that unified output** across a growing, multi-disciplinary team.
- **Partnered directly with clients and internal teams** to translate business goals into creative strategy and shipped work.
- **Established the operational rituals**—reviews, handoffs, quality bars—that let the team scale without losing craft.

Aurora Consulting Group | *Feb 2013 – May 2016* | *Buffalo, NY*

Lead Interactive Designer

- **Led design and hands-on front-end development on Fisher-Price** flagship microsites, collaborating directly with Mattel brand teams.
- **Built interactive experiences end to end**—design through code, CMS integration, and post-launch optimization.
- **Owned the craft bar on flagship brand work**, balancing brand fidelity with technical constraints.