PEOPLE + PRODUCTS + POSSIBILITY.

Jacklyn Cohen.

UX & Design Leader

jacklynburgan@gmail.com
jacklyncohen.com
linkedin.com/in/jacklynburgan

Design leader with 20 years across product design, research, and strategy. I build and scale UX organizations, bring Design into strategy early, and help teams make complex connected products make sense. I've built in-house UX practices from scratch, scaled research teams, and led design across IoT, enterprise, and consumer products.

EXPERIENCE

Associate Director, Digital Product Design and User Experience Research
July 2026 – Present

Senior Design Manager
May 2023 – July 2026

Carrier Corporation · Remote

Promoted to Associate Director after taking on broader portfolio, team, and organizational leadership responsibilities.

- Led research and end-to-end product design for Carrier's touchscreen smart thermostat after bringing the work in-house from a third party, uncovering demand for broader purchase channels, clarifying which features customers perceive as premium, and establishing interaction patterns that have since informed two additional thermostat designs.
- Lead a team of seven product designers and provide functional leadership across an 11-person design organization, shaping priorities, quality, and ways of working across Residential and Commercial product portfolios; evolved the design operating model to bring Design earlier into discovery and estimation, strengthen critique and governance, and improve cross-product collaboration.
- Partner with senior and executive leaders across Product, Engineering, and the business to shape product direction, align priorities, and clarify ownership, ensuring Design is engaged early enough to influence strategy rather than react to predetermined solutions.
- Lead and develop senior designers and emerging design leaders; hired seven team members, including two rotational students, and contribute to Product Management hiring and cross-functional talent decisions.
- Shape UX strategy across connected residential and commercial experiences involving IoT-enabled equipment, diagnostics, analytics, technician workflows, smart-home experiences, and building systems, advancing shared foundations through design-system adoption, accessibility, and reusable interaction patterns.
- Strengthen the organization's research and analytics capabilities by implementing Maze for design and research teams and leading a LogRocket instrumentation initiative to improve visibility into product behavior, adoption, and UX performance.

Senior Manager, UX Research
October 2022 – May 2023

FanDuel · Atlanta, Georgia

- Led two UX research teams with six direct reports supporting FanDuel's Core Experience and TV & Content portfolios.
- Directed research across three critical Core Experience journeys — account creation, responsible gaming, and payments — partnering with three product squads to align customer insight across interconnected experiences.
- Partnered weekly with Design and Product leadership to shape design and research roadmaps and align priorities, introducing Jira Product Discovery across both teams to create a shared system for prioritizing work and increase visibility across competing initiatives.

- Shaped customer-facing improvements across payments, support, onboarding, and responsible gaming, including payment benchmarking, a redesigned support portal, charitable-giving concepts, and time and spend controls embedded into onboarding and in-product experiences.

Director, UX Design and Research May 2021 – September 2022
UX Lead December 2020 – May 2021
Logility (formerly American Software Inc.) · Atlanta, Georgia

Promoted to Director within five months after joining to build the company's first in-house UX function.

- Built and led Logility's first in-house UX practice, establishing design and customer research as formal capabilities across a suite of seven enterprise supply-chain products and enabling designers and product managers to research directly with enterprise customers.
- Hired and developed a five-person UX team, including dedicated research capability, and created role definitions, job frameworks, career paths, and operating practices for the new discipline.
- Served on the R&D leadership team and extended company leadership team, reporting to the SVP of R&D/CTO; advocated for UX with executive leadership and embedded design earlier into product development, shifting the organization from no formal design discipline toward a structured, customer-centered product practice.
- Led UX strategy for Multi-Horizon Planning, a new product designed to bring end-to-end Sales & Operations Planning into a single experience, including concept development, workflow definition, design direction, and direct customer validation in partnership with Product and Design.
- Led a portfolio-wide modernization effort across seven visually inconsistent products built on disparate technology stacks, defining a more cohesive experience direction and creating a path toward greater consistency across the suite.
- Led the creation and implementation of Logility's first design system, partnering with a dedicated engineering team to operationalize shared components and patterns across products while supporting rapid prototyping and modernization.

SELECTED EARLIER LEADERSHIP EXPERIENCE

Founder, UX Lead 2015 – Present
UX Collective, LLC · Atlanta, Georgia · Independent consulting alongside full-time roles
Led UX strategy, research, and collaborative design engagements for clients including WarnerMedia, Wells Fargo, and Spanx.

Founder 2014 – 2017
Ladies that UX Atlanta · Atlanta, Georgia
Founded and grew Atlanta's professional UX community and launched the first North American Talk UX conference.

Principal UX Researcher 2019
UserTesting · Atlanta, Georgia
Led strategic research programs and customer engagements, developing research roadmaps and actionable product insights for enterprise clients.

Director, UX Strategy 2015 – 2016
Nine Labs · Atlanta, Georgia
Led UX strategy, workshops, and design engagements while managing and developing junior designers.

ADDITIONAL EXPERIENCE

Senior UX Researcher, Pardot (a Salesforce Company) · Senior Interaction Designer, Turner Broadcasting System · UX Researcher, User Insight · UI Engineer, Oracle Social / Vitrue

EDUCATION

Bachelor of Fine Arts, Interactive Media Design
The Art Institute of Atlanta · 2006

AREAS OF EXPERTISE

Product Design Leadership · Design Organization Leadership · Design Strategy · Customer Research Strategy · Design Systems · Connected Products & IoT · Team Building & Talent Development