

Jayd Jackson

AI · DEVELOPER PLATFORMS · DESIGN SYSTEMS

Toronto, ON · jaydjj.github.io/Portfolio · jayd@jaydjackson.com · (416) 910-7525

ABOUT

Product design leader with over a decade of experience shaping enterprise platforms, developer tooling, and AI-powered workflows. I partner with executives, product leaders, and engineers to simplify complex systems, align organizations, and create products people trust. My recent work focuses on AI-native product development, design governance, developer experience, and the future of human-AI collaboration.

LEADERSHIP THEMES

Simplifying complex systems

Transforming technical and organizational complexity into clear product experiences.

Designing workflows, not screens

Focusing on how people, teams, and systems work together.

Aligning strategy & execution

Connecting customer needs, business goals, and technical realities.

Governance at scale

Building systems that create consistency without slowing teams down.

Human-AI collaboration

Exploring how design can guide and govern AI-assisted software creation.

SELECTED IMPACT

- Shaping AI-assisted software modernization workflows for enterprise engineering organizations.
- Led platform strategy initiatives in an SVP-level role at BNY Pershing X.
- Defined documentation architecture and discovery models spanning thousands of technical resources.
- Developed design governance concepts connecting design systems, Storybook, production software, and AI-generated interfaces.
- Facilitated product strategy and modernization initiatives across Fortune 500 organizations.

WRITING & IDEAS

Design Workflows: Conversing with the Ship Computer

Explores how AI transforms the relationship between humans and software creation, introducing workflow models where designers, engineers, and AI systems collaborate as partners.

Design Thinking Is About to Become Infrastructure

Argues that design is evolving beyond interfaces toward governance systems, constraints, and decision frameworks that guide software creation at scale.

Design Governance at Scale

Investigates how design systems, Storybook, production software, and AI-generated interfaces can be connected through governance loops that preserve quality and human judgment.

EXPERIENCE

MODERNE Staff Product Designer

2025–PRESENT

Partner with executive leadership, product management, and engineering to shape the future of AI-assisted software modernization.

FOCUS AI-Assisted Software Modernization · Design Governance · Documentation Ecosystems · Developer Workflows · Human-AI Collaboration

SELECTED INITIATIVES Builder · AI-Driven Recipe Catalog · MCP Explorer · Deploy Artifacts · Changelog / What's New · Design Governance Experiments

- Defined information architecture and discovery patterns across thousands of technical resources and recipes.
- Created scalable UX patterns for code transformation, experimentation, deployment, and AI-assisted modernization.
- Advanced governance practices connecting Figma, Storybook, production software, and AI workflows.
- Established customer feedback loops informing roadmap decisions and product strategy.

BNY PERSHING X Lead Product Designer, SVP Platform

2023–2025

Promoted into an SVP-level design leadership role responsible for platform strategy and cross-product initiatives.

- Partnered with executive leadership to shape platform vision and investment priorities.
- Led UX strategy across enterprise wealth management platforms and operational tooling.
- Directed initiatives spanning workflow design, modernization efforts, and AI-assisted experiences.
- Championed scalable design practices and governance across teams.

VMWARE TANZU LABS (PIVOTAL) Senior Product Designer

2022–2023

Led product discovery, systems design, executive workshops, and transformation initiatives across Fortune 500 organizations.

EARLIER EXPERIENCE

CONCENTRIX TIGERSPIKE Senior UX Designer

2021–2022

VMWARE Product Designer, Contract

2021

HORIZON BLUE CROSS BLUE SHIELD Senior Visual Designer, Contract

2020

NOVEL WORK CO. UX/UI Designer, Contract

2019

CAREERFOUNDRY UX Tutor & Mentor, Advisory Board

2018–2021

RADIALWORKS User Experience Designer

2014–2020

JAYD JACKSON PHOTOGRAPHY Founder & Creative Director

EDUCATION

BRIDGEWATER STATE UNIVERSITY Bachelor of Arts, English Language & Literature