

FELICITY COURREGES

Philadelphia, PA | 445-295-3581 | felicity.courreges@gmail.com | Portfolio

ABOUT ME

Design leader who builds the systems, processes, and practices that allow product organizations to scale. Experienced in standing up research operations, redesigning team structures, and driving cross-functional alignment across multi-product ecosystems—including through acquisitions. Operates at the intersection of design strategy, organizational design, and hands-on craft to raise the quality bar across teams.

EXPERIENCE

Zeta Global, Philadelphia, PA

Product Design Lead | November 2025 – Present

- Stepped into senior design leadership during company acquisition, reporting directly to the CPO and participating in executive product group (EPG) leadership meetings. Served as liaison between former Marigold executives and Zeta leadership to maintain product stability across 6 products.
- Diagnosed structural inefficiencies in a siloed design org (1 designer per product, inconsistent processes, uneven workloads) and redesigned the team operating model: introduced a paired-designer system across products, improving cross-functional visibility, knowledge sharing, and coverage continuity.
- Established a structured intake process requiring design briefs from Product before work begins, enabling workload forecasting, timeline estimation, and proactive resource planning across quarterly roadmaps. Built a Coda-based roadmap and Kanban tracking system now independently used by designers for project planning.
- Standardized cross-functional collaboration workflows between Design, Product, and Engineering—including structured handoff checklists, design review cadences, and discovery collaboration—creating a repeatable process framework now adopted by 3 product teams.
- Led enterprise-wide Figma migration and governance across 250+ licensed users spanning Product, Marketing, Branding, and CSM—coordinating with Figma representatives, C-level stakeholders, and IT to manage roles, permissions, and file architecture during organizational integration.
- Managed team of 7 designers: conducted weekly design reviews, 1:1s, and peer co-working sessions. Led budget planning, performance reviews, resource allocation, and staffing decisions in partnership with senior leadership.

Zeta Global (formerly Marigold), Philadelphia, PA

Senior Product Designer | February 2025 – November 2025

- Owned design for 3 products (Sailthru, Liveclicker, Loyalty) within a \$60M revenue portfolio. Partnered with Product and Engineering to establish clear design briefs, deliverability expectations, and structured handoff guidelines—creating a repeatable framework later adopted across additional teams.
- Built the organization's UX research practice from the ground up: defined methodologies (SES, SEQ, usability testing, user interviews), created templated FigJam workflows for workshops (Six Hats, How/Now/Wow matrices), user personas, journeys, and flows. Designers now independently use these templates to run their own research without support.
- Created a centralized research repository with standardized findings deck templates, enabling teams to document and reference past research—reducing duplicated effort and building institutional design knowledge.
- Designed cross-functional feedback loops connecting Solutions Consultants and Customer Training teams to Product, closing a gap between customer-facing insights and product development priorities.

- Developed and facilitated strategic design workshops for C-level executives, generating visibility into design initiatives and building organizational buy-in for UX investment.
- Mentored UX intern through a structured summer program with daily check-ins, coached a user researcher on methodology, and guided a senior designer on research practices—building team capability beyond direct reports.

Jellyfish (BrandTech Group), Paris, France

UX Designer | 2022 – 2024

- Led UX across a suite of complex data products supporting 500+ clients and 32,000+ accounts, owning projects end-to-end from discovery through launch while establishing stronger research and design practices across teams.
- Delivered J+IQ, an automated competitive insights tool that reduced report generation time from 72 hours to 15 minutes, saving 1,000+ human hours in the first five months.
- Led UX for J+Bidding, optimizing ad spend workflows and reducing internal calculation time from 5 hours to 1 minute, supporting \$800K+ in revenue goals through improved ROAS and LTV.
- Designed and oversaw 400+ screens for J+Lake, a data platform processing 20,000+ jobs per day across 22 connectors and 8 integrated products—enabling in-house data storage and reducing infrastructure costs.
- Designed the Share of Model website and product proof-of-concept, launched in under 3 weeks, generating 1,500 visits, 300 leads, and 12 demos within 48 hours.

French Ministry of Defense (Ministère des Armées), Paris, France

Junior UX Designer | 2020 – 2022

- Redesigned the public-facing website for France’s Ministry of Defense, increasing average visitor session duration to 6 minutes. Conducted workshops, user testing, and site audits to inform design decisions within strict security, legal, and content constraints.
- Played a pivotal role in implementing the State Design System (Système de Design de l’État) for the French government, contributing 50+ components and page templates that support a cohesive digital experience across 20,000 state websites—resulting in estimated time savings of 40% in design and development workflows.
- Ensured accessibility compliance with RGAA standards across all deliverables, including contrast ratios, keyboard navigation, and screen-reader compatibility.

Archived site: archives.defense.gouv.fr Live site: defense.gouv.fr

Freelance Designer, United States & France

Designer | 2018 – 2020

- Led accessibility improvements and WCAG compliance for Jenkintown Borough’s municipal website, collaborating with local government and the Environmental Advisory Committee.
- Provided branding, visual design, and communications for a range of civic and community clients, including a PA Senate campaign, a Paris-based art exhibit (C Project Paris / Urban Scale), local non-profits, and community organizations.

E D U C A T I O N

ISEA Multimedia Digital Campus, Paris, France

MA in Lead User Experience Design | MA in Digital Strategy

Paris College of Art, Paris, France

BFA in Communication Design