Jennifer Small

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St. Augustine, FL | Open to relocating

Creative Strategist & Product Lead | AI & Digital Experiences

Creative strategist and project lead with 10+ years across digital experiences, consumer products, and regulated industries. Combine customer research, AI-assisted analysis, and hands-on product leadership to turn complex needs into clear priorities and intuitive digital experiences. Co-founded a consumer fitness app, leading branding and UX before the business was sold.

EXPERIENCE

e-OSCAR | 2022 - Present | Contract

Creative Strategist & Project Lead | National credit dispute platform

- Own prioritization and delivery of the website, training, and communications roadmap. Define product requirements from data and stakeholder needs, lead cross-functional collaboration, and guide execution.
- Used AI tools to analyze thousands of support tickets, combining qualitative themes and quantitative data to identify trainable root causes behind 63% of tickets and an access issue driving 34% of volume. Informed product discovery and prioritization through a six-module training roadmap and executive summary.
- Lead consistent design and messaging across websites, training, video, presentations, and customer communications for a national platform serving 15,000+ customers in a regulated industry.
- Produced 100+ digital experiences, including microlearning modules, ACDV training videos, webinars, and experience maps. Helped shape Simplicity, an educational event with 1,500+ attendees and 40+ sessions.

AnnualCreditReport.com | 2026 - Present | Contract

AI Search Strategist & Web Copywriter | Consumer Credit

- Wrote all website copy for the official free credit-report site, structuring answers, FAQs, and summaries to support user understanding and discovery by AI assistants.
- Conducted a post-launch AI visibility audit, identified technical crawlability barriers, and delivered a prioritized, developer-ready fix list. Re-engaged to produce an AI-generated explainer video.

Blackbird Aerodynamics & Forward Motion Group | 2017 - Present | Contract

Independent Creative Director | Aerospace & Defense

- Directed brand identity, collateral, and websites for aerospace and defense firms pursuing multimillion-dollar contracts; translated technical capabilities and certifications into clear positioning.

Gemini Near Me | Six-month contract

Product & Branding Consultant | Consumer AI & Self-Growth App

- Guided a Ukraine-based product team on the consumer experience and helped translate the founder’s coaching approach into IRYNA AI, an in-app AI counselor.
- Repositioned an astrology and matchmaking app as a broader self-love and relationships platform, connecting product direction with brand positioning and messaging.

Link to Fitness | 2014 - 2019

Co-Founder | Consumer Fitness App

- Co-founded a mobile fitness platform connecting certified trainers with members seeking on-demand workout programs.
- Shaped product vision and business strategy; led branding, user experience design, and early marketing.
- Onboarded trainers and curated workout content; business subsequently sold.

Tax Defense Network | 2015 - 2016

Digital Experience Designer | Full-time

- Led digital campaign design with sales, marketing, and developers; translated customer needs into personas, landing pages, and email campaigns, and optimized conversion funnels through testing.

CORE CAPABILITIES

Product requirements • Roadmap prioritization • Product discovery • Cross-functional collaboration • Consumer experience • Qualitative & quantitative research • AI tools & analysis • UX/UI • Product positioning

SELECTED TOOLS

Figma • Webflow • Adobe Creative Suite • ChatGPT • Claude • Gemini • Perplexity • Lovable • Cursor • ElevenLabs • Synthesia • HeyGen