JENNA PASSMORE

Product Design Lead

jennapassmore.com jenna.passmore@gmail.com

I design experiences that enable communities to thrive. I believe good design is the result of good conversations. Let's chat!

Experience

Staff Product Designer, Community @ Twitch

Feb 2026 - Current, Denver

- Leading end-to-end product design for viewer engagement and community experiences, from early strategy and prototyping through experimentation, launch, and iteration.
- Designing engagement systems including Watch Streaks, Weekly Rewards, and post-stream experiences like Shouts, helping viewers build habits and deepen their relationships with streamers and communities.

Senior Staff Designer, Safety @ Discord

Mar 2023 - Jan 2026, Denver

- Set design direction across Discord's safety portfolio, spanning reporting, enforcement, teen safety, regulatory compliance, and moderation tooling.
- Designed Ignore to give people more control over unwanted interactions, increasing self-remediation by 14.5% while reducing harassment reports by 1.9%.
- Led design for teen safety and Family Center, navigating the tension between teen autonomy, parental visibility, privacy, and safety.
- Redesigned DiRT, Discord's internal reporting tool for agents reviewing user reports, which cut operating costs by 40% and scaled from 3 to 40 workflows.
- Designed reporting updates to meet the EU Digital Services Act compliance deadline, translating regulatory requirements into an understandable user experience.

Staff Design Lead & Manager, Trust & Safety @ Twitter

Jun 2021 - Feb 2023, NYC

- Redesigned Twitter's global reporting flow using trauma-informed design, increasing report actionability by 119.7% while reducing top-line reports by 33%.
- Created Safety Center, Twitter's first permanent in-app Health feature, increasing report-status notification open rates from 47% via email to 85% in-app during the initial experiment.
- Shaped product strategy while staying hands-on in the work; later promoted into management, coaching three senior designers on an eight-person team.

Experience Design Director @ R/GA

Mar 2018 - Jun 2021, NYC

- Design lead on projects at the intersection of product, brand, and culture
- Worked with multi-disciplinary creative teams delivering products and services for global clients including Verizon, Instagram, Mailchimp, Marvel, ESPN, Goldman Sachs, Tiffany & Co., Intel

Earlier experience

- Interaction Design Adjunct Instructor @ SVA | 2019 - 2021, NYC
- Product Designer @ Canary | 2016 - 2018, NYC
- UX/UI Designer in Residence @ DESIGNATION (now Flatiron School) | 2016, Chicago
- Experience Designer @ FreemanXP, Proscenium, TBA Global | 2011 - 2016, NYC

Skills

Design & leadership

Engagement loops
UX vision & strategy
Community & social platforms
Regulatory compliance
Cross-functional leadership
Creator ecosystems
Executive comms

Tools

Figma
Kiro
Claude Code
Notion
HTML/CSS

Education

General Assembly
Front End Web Development
Part-Time Class, 2014

Syracuse University
Newhouse School of Public Communications, 2010

ASK ME ABOUT... my favorite national parks ◊ how bikepacking works ◊ that summer i worked on a dude ranch in Wyoming ◊ playlist recommendations ◊ myers briggs