

JESSE DUBBERKE

I design the system — and I ship the code.

■ CONTACT

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📍 Moncton, NB · Remote

■ EDUCATION

Ernst & Young · Agile Training
2024

Google UX Design Certificate
2024

Wes Bush · Product-Led Growth for SaaS
2021

■ SKILLS

DESIGN & SYSTEMS

Design systems & governance
Design tokens · Component libraries
Style guides · Legacy UX modernization
Accessibility (WCAG 2.1/2.2)
User research & usability testing
Prototyping · Figma / FigJam
Motion design (After Effects)

ENGINEERING LITERACY

React · HTML/CSS · Node/Express
Astro · Supabase/Postgres · Git/CI

■ PROFILE

Twenty-five years in digital product, 10+ of them in B2B SaaS, across design systems and brand. **I build the system, then I ship it:** most recently Desklight, a SaaS platform designed and coded solo, with a public design system. Deep experience in regulated, workflow-dense environments (gaming compliance, legal and mortgage servicing), accessibility-first, and fluent with the engineers I sit beside.

■ EXPERIENCE

Founder, Product Design & Engineering

Desklight · desklight.ai · Remote · May 2026 – present

- Designed and built a SaaS platform end to end, **solo**: product, brand, design system, and the production code (React, Node/Express, Supabase/Postgres). Deployed and running.
- The design system is public: **Lumen** (lumen.desklight.ai), documented foundations and 30+ components in dark and light, with an OKLCH colour engine that turns two hex values into a WCAG-safe palette.
- Built an AI ops agent on **Claude's agentic tool-use loop**. It takes a brief over email or chat and publishes on-brand graphics to 8 platforms.

Marketing Director, Creative Services (Contract)

ALAW · national law firm, five-brand portfolio · Jan – May 2026

- Directed brand and creative across the firm and its sibling brands, reporting to the CMO and partnering with the CEO.
- **Modernized legacy assets at scale:** rebranded 14 product decks via a custom XML pipeline, a complete visual refresh with every chart and signed-off number held 1:1.
- Built self-serve internal tools in production HTML, including email-signature generators that reconcile Classic and New Outlook rendering firm-wide.

■ SKILLS cont.

AI

Claude (agentic tool-use)
LLM orchestration
Agent UX patterns (tool use, memory, transparency)
Generative image & video
ComfyUI pipelines
AI-assisted design workflows

■ PORTFOLIO

jessedubberke.com/work/deskLight

The platform with the real app embedded and running, code excerpts beside the design.

lumen.desklight.ai

The public design system. Live product access available on request.

■ EXPERIENCE cont.

Product Designer / UX/UI Designer

Atlantic Lottery Corporation · Moncton, NB · May 2024 – Jan 2026

- Built **Atlantic DS** from zero on Microsoft Fluent 2, accessibility-first (WCAG 2.1/2.2). After a baseline review of the aging legacy system, it was acknowledged as a real modernization option for products serving **500,000+ users**.
- Design lead for the registration and onboarding squad in a **regulated environment**: redesigned FINTRAC-compliant registration with ID-scan integration, embedded with the Product Owner in agile delivery.
- Wrote a Photoshop automation that generated the full iGames tile library for the Casino lobby rebuild, displacing an outside vendor quote of approximately **\$250K**.

UX/UI Consultant (Freelance)

Equinox East · Remote · May 2023 – May 2024

Independent product and UX/UI consulting for B2B clients, including the **Alita Group** brand system (legal tech) and **AskBob AI**: brand, mascot, website, and product deck for an LLM product.

Senior Product Designer, promoted to Director of Brand Marketing

Voxtur · Tampa, FL (remote) · Apr 2022 – May 2023

- Led design for **Lender Direct**, a new B2B SaaS platform for mortgage lenders serving 150+ enterprise clients: flows, wireframes, prototypes, UX copy, and the design system engineering shipped from. Launched with United Wholesale Mortgage.
- **Promoted** to rebuild voxtur.com from the ground up (stakeholder interviews and a Notion product wiki into IA, wireframes, and high-fidelity, then implementation with the dev team) and to lead **brand harmonization across 4 subsidiaries**.

Product / UX/UI Designer

Dovico · time-tracking SaaS · Jun 2016 – Apr 2022

- Designed a new B2B SaaS product, **ShowUp**, from research and PRDs through shipped flows, opening a new revenue stream; owned UX/UI for the flagship Timesheet product across web and mobile.
- Ran moderated Zoom usability sessions (cursor control) with Timesheet users, testing redesigned task flows for time-on-task; shipped the improvements to production.
- **Modernized legacy task flows** from wireframe to prototype to production, and rebuilt user onboarding with coaching from Wes Bush (Product-Led Growth).

Creative Director · UX/UI

Gogii Games · Moncton, NB · 2008 – 2014

- **Player-coach leadership**: led and mentored design teams of 8+ across licensed titles for Disney, DreamWorks, Sony, Fox, and Mattel. Shipped 6 mobile games with **2M+ combined downloads**, **one a worldwide hit** that took the studio to GDC, and built its production pipelines.

Earlier Roles

2000 – 2016

Creative Director / UX/UI, Cupcake Digital (2014–2016) · Design Consultant (2015–2016) · Lead Artist / UX/UI, Infiknowledge (2003–2008) · Artist / 3D Animator, HeyNetwork (2000–2003).