



Jacob Buller, Lead Product Designer

I'm a seasoned UX Strategist and Design Lead with 12+ years spanning brand strategy and development, front-end design, and enterprise level product design and management. From the initial discovery stage to successfully launching the product, I love leveraging my experience to find the human-truths that lead to innovative solutions.

I'm currently a lead designer at Accenture, where I'm modernizing a \$75m federal data platform to be smarter, human-centered, and built to scale.

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WORK EXPERIENCE

Lead Product Designer, Accenture Federal Services

2019 - present | Clients: USPTO, VA, USDA, NBIS, Intelligent Services

Led planning and strategy for the successful launch of the USPTO's Open Data Portal (data.uspto.gov), a \$75m platform delivering universal access to all U.S. patent and trademark data.

- Led UX strategy for modernizing and migrating the legacy USPTO.gov product catalog onto the new Open Data Portal.
- The platform now supports 675 TB of data, 80M+ weekly API calls, and 10,000+ API users across 6 applications shipped in 9 production releases.
- Designed and implemented login requirements resulting in thousands of new USPTO.gov account registrations, strengthening data security and providing better insight into users.
- Directed optimization work that cut monthly hosting costs 43%.
- Spearheading AI-powered patent search, summarization, and comparison tools, and leading a joint strategy session with delivery partner Satsyil to define a feature roadmap.
- Facilitating a strategy workshop with the client to define implementation of USPTO's first tiered service platform, securing the program's roadmap and funding through 2028+.

Strategist, Chapter SF

2018 - 2019 | Clients: Facebook, Google, Quizlet, Mixpanel, UberEats

Co-led brand positioning and strategic artifacts for a \$500k Facebook Developer Platform identity engagement. My responsibilities included user and brand research, defining organizational and marketing goals, and writing actionable creative briefs. I designed a journey map for Quizlet, pitched interactive concepts for UberEats, and developed go-to-market options for Google Pixel Buds.

Graphic and Front-End Designer, Charles Ryan Associates and The Scout Guide

2013 - 2016 | Clients: Dominion Power, Virginia Lottery, Greenbrier Tourism

Delivered full-stack websites, brochures, and print magazines across energy, gaming, and tourism clients. I also designed and coded The Scout Guide's first digital storefront, while moonlighting as their unofficial IT specialist and stink bug killer.

EDUCATION AND VOLUNTEERING

Master's in Advertising Strategy

VCU Brandcenter, 2018

Social Media and Livestream Coordinator

Big Brother, Big Sister, current

I mentor a local Richmonder. We eat lunch and build model rockets.

Bachelor's in Advertising, Minor in Graphic Design

Radford, 2010

Worked as a media tech. I met Taylor Swift. She signed my Motorola flip phone.

AmeriCorps NCCC, 2010-2011

I traveled and helped people for a year.