

Zach Person

Research | Strategy | Design

San Mateo, CA
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Experience **Jump Associates** | San Mateo, CA **2019–Present**

Senior Innovation Strategist & Team Lead

- Led growth strategy consulting initiatives spanning strategic foresight, customer insights, market opportunity definition, business concepting, and change management.
- Built and executed project plans, advised C-Suite and VP-level clients, and owned project delivery for 20+ engagements with Fortune 500 companies across financial services, media, CPG, technology, and retail.
- Designed and facilitated interactive workshops with senior client stakeholders across business functions to build customer empathy, socialize insights, and drive strategic alignment.
- Managed internal Growth function, building coaching systems and training teams on skills and methods.

Project Highlights

- Identified whitespace opportunities & designed service concepts for two new digital offerings to drive customer acquisition for a Fortune 500 financial services firm.
- Developed an AI commercialization strategy for a leading international music company that has guided 5+ new corporate partnerships.
- Facilitated 30+ in-home ethnographic interviews and delivered actionable consumer insights to shape a financial advisory firm's go-to-market strategy in new geographies and demographics.
- Conducted market analysis and competitive benchmarking to build a customer-centric mobile payment and e-commerce strategy for a leading brick-and-mortar retailer.
- Developed a B2B circular economy ecosystem for a multinational CPG manufacturer, resulting in a multi-site pilot responsible for diverting 30,000+ pounds of waste from landfill.
- Led strategic foresight and wargaming to inform a next-generation health ecosystem strategy for a national pet food producer, including product innovation, service expansion, and marketing reinvention.

Stanford University | Palo Alto, CA **2023–Present**

Adjunct Lecturer, Advanced Product Design: Needfinding

- Taught advanced design thinking methodologies with a focus on ethnographic research.
- Mentored students in building empathy with users and applying human-centered design to identify user needs, create clarifying frameworks, and design innovative solutions.
- Coached student teams to translate insights into actionable product strategies for corporate clients.

KiwiCo | Mountain View, CA **2018**

Associate Product Designer

- Led development of STEM education products. Managed end-to-end design process: ideation, prototyping, material sourcing, and post-sale feedback collection.
- Designed and moderated product testing sessions to validate needs and refine user experience.

Education **Northwestern University** | Evanston, IL **2018**

Bachelor of Science in Design Engineering
Entrepreneurship Certificate

Skills	Leadership	User Research & Design	Strategy
	Project Scoping	Needfinding	Competitive Landscaping
	Timeline Management	Ethnography	Scenario Planning
	Coaching & Advisory	Survey Design	Data Analysis
	Stakeholder Enrollment	Affinity Mapping	Financial Modeling
	Session Facilitation	Concept Testing	Roadmapping