



JULES SKOPP

Leadership | Product strategy | Data
Visit jules.skopp.sk

I'm a senior leader of global and innovative product and experience design teams (up to 35 people), thought leader on data-powered experiences, co-founder of Swiss design community, with a deep industry knowledge in travel, advertising, productivity, e-commerce, finance.

I am here to lead the change in complex service ecosystems.

PROFESSIONAL EXPERIENCE



Expedia

Expedia, Geneva, Switzerland

Director of Product Design | Data/AI/ML experiences

May 2019 – Jan 2025 (~6 years)

Built and led global teams up to 35 cross-functional product professionals. Created succession plans, career frameworks, and coached Sr. Managers and Principals. Scaled up the team, optimized global operations, and built a distributed design community. Operated as an EMEA liaison for senior/exec leadership across geos, time zones, and functions.

Directed the strategy of the fastest growing programs on both traveler and supply-partner sides, B2B and B2B2C:

Analytics/coaching: +\$120M revenue in the first year, 10.2% penetration
[See how I led this program from exec pitch, launch, and beyond](#)

Pricing modeling: +25% monthly users growth, +7% partner revenue
[Find out about how I influenced the go-to-market](#)

Advertising platform: ~30% annual growth, +\$400M revenue
[Explore how I led the cross-functional team to break through complexity](#)

Affiliates platform:~48% annual growth, \$640M revenue, ~600 partners onboarded in 6 months post launch

[View how a mixed contractor/inhouse team revolutionized the service](#)



Doodle, Zürich, Switzerland

Product Design Lead | Acquisition and monetization

June 2016 – May 2019 (~3 years)

Built and led SaaS product design team (5 people) focused on scheduling products, with acquisition/retention targets, and monetization across mobile and web.

Led, deployed, and supported the design system development, brand strategy, and UX research. Principal designer of the main product-redesign across all platforms and sustained the 18% year-over-year user growth.



WiderFunnel, Vancouver, Canada

Design Lead | Conversion optimization

April 2014 – April 2016 (2 years)

Built and led A/B testing design team (4 people) while working directly with executives on conversion optimization strategies and inclusion of human-centered design.

Defined the UX strategy for the A/B testing management portal and modular website redesign project. Defined brand strategy.



Sygic, Bratislava, Slovakia

Senior Product Designer | Mobile app ecosystem

October 2012 – February 2014 (2 years)

Led human-computer interaction practice, testing in cars, designing for the form factors of the devices for this SaaS scale-up.

GPS navigation project (+30% annual revenue, 2x users growth first year, ~80% more usage per user): Designed information architecture, interactions, from concept to launch. Led UI designers to implement it.



Accenture, Bratislava, Slovakia

Senior Product Designer | Intranets

November 2011 – September 2012 (1 year)



Hype Studio, Bratislava, Slovakia

Founder/freelancer, and Principal designer

September 2005 – October 2011 (6 years)

Led human-computer interaction and industrial design for police cars license plate scanning program in a highly-regulated environment.

Crafted, designed, and shipped early-, mid- and late-game design for a fantasy game across a multitude of sports. Co-designed a monetization platform (betting/gambling).

EDUCATION, HONORS

Field of study: Architecture

Master of science with 2 Dean's Awards

Faculty of architecture STU, Bratislava, June 2011

Field of study: Education

Teacher credential, thesis: Motivation

Institute of Lifelong Learning STU, Bratislava, June 2011

CERTIFICATIONS

Certified SAFe 6.0 leader

Nov 2024

Lean product management strategies

Jeff Goethelf (Lean UX) and Itamar Gilad (ex-Google), 2018

LANGUAGES

English, Slovak, Czech, French (A1), Hungarian (A2), German (close to B1)

TECH AND STRATEGY SKILLS

Data, AI, GenAI, machine learning (ML), analytics, business strategy, innovation strategy, design thinking, digital transformation, product strategy, lean product management, product design, service design, user experience (UX), lean UX, UXD, UX research, mixed methods, customer experience (CX), user-centric design, human-computer interaction, workshop facilitation, natural language processing (NLP)

INTERESTS

3D printing, ukulele, cooking, photography, art, and architecture

PORTFOLIO, CONTACT

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