



JENNIFER MOREHEAD

PRODUCT LEAD | TECHNICAL PLATFORMS & PLAYER EXPERIENCE

Los Angeles, CA • jennifermorehead.com • linkedin.com/in/jtmorehead

EXPERIENCE

ACTIVISION (Santa Monica, CA)

2021 - present

Digital Product Lead

Mar 2025 - present

- Lead product strategy and delivery for Activision's web account platform, supporting millions of players across authentication, profile, and security.
- Led product definition for youth accounts and parental consent across game and web, turning complex requirements and edge cases into clear product decisions.
- Led Marketing Technology delivery for Verdansk Replay, generating 1.45M personalized achievement cards and 122K+ social mentions in its first 24 hours.

Senior UX / UI Designer

Jun 2021 - Mar 2025

- Led UX for Call of Duty player experiences including Combat Record and Warzone Recruit a Friend, designing journeys across game and web in partnership with product, engineering, game teams, and user research. Titles supported: MWII, MWIII, BO6, BO7, MW4
- Led research and UX design for a 0-to-1 internal experimentation platform, translating complex experimentation workflows into a coherent product model and mentoring another designer through delivery.

UX / Visual Designer Talaera (NY City, New York)

Jan 2021 - Jun 2021

- Designed web and dashboard experiences that increased time on page by 10.45% and created motion and interactive content supporting platform features.

QA (Quality Assurance) Specialist Foundry (London, England)

May 2013 - Mar 2017

- Developed and executed test plans and documented human-centered workflows across professional creative software.

Footwear Designer ACI International (Los Angeles, CA)

Nov 2005 - Jun 2012

- Led product design and development across international teams for major retail brands including Target, Payless, Kmart, and Walmart.

EDUCATION

Bachelor of Science, Interaction Design Santa Monica College (Santa Monica, CA)

SKILLS

Product

Product strategy • roadmapping • requirements definition • prioritization • platform modernization • product analytics • experimentation • cross-functional leadership • product discovery

Technical

Web platforms • APIs • authentication & identity • SSO • telemetry & event architecture • HTML/CSS • Git/GitHub

AI & prototyping

AI-assisted product development • agentic workflows • MCP • rapid prototyping • Figma