

Jake Jayakaran

Industrial design leader with 13 years of experience driving innovation across structural packaging, assembled products, devices, and digital experiences. Proven ability to translate consumer insights into market-defining solutions that are both visionary and technically executable. Leads cross-functional teams to deliver end-to-end innovation—from concept through launch—while advancing design capabilities, scaling new methods, and accelerating digital transformation.

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Work History

Spruce; PGV / Lead Innovation Designer (Sr. Product Designer)

2024 - Present

Lead team responsible for Spruce innovation design, established design innovation pipeline and processes, and established the first Spruce shape language.

- Led the Spruce innovation design team, responsible for budget management, resource allocation, and management + mentorship of both full-time and co-op designers.
- Expanded Spruce lineup into new forms and devices through design solutions which improve GM (+20%) and are projected to deliver an estimated 20-40MM NOS and 35-50MM new HH in year 1
- Transformed the delivery system design process by implementing a "sketch on Monday, product on Friday" iterative model, accelerating the innovation pipeline by 50% and reducing tooling development time by 80%.
- Led the redesign of the EZ-Aim actuator, resolving a critical usability failure by increasing correct user operation from 32% to 89% and eliminating key manufacturing failure points.
- Directed the end-to-end design of a new-to-market continuous sprayer system ("Megaman"), establishing new ergonomic principles for the company and achieving a 40%+ purchase intent over the previous leading concept.
- Spearheaded the creation of a foundational design language for the Spruce brand, deploying it across multiple new products to ensure a consistent and superior brand experience.
- Managed and coached a Designer, enabling their successful leadership of two major initiatives, culminating in them receiving a P&G CEO Award for their growth and impact.

Pampers; BC / Sr. Designer

2020 - 2024

Lead strategic design initiatives for the global Baby Care portfolio focusing next-generation product platforms, on digital innovation, user experience (UX/UI).

- Secured \$85M in corporate seed funding (CDF) for a new digital innovation platform ("Project Beanstalk") by developing and validating the core concept and user experience.
- Led the design strategy for the R2D2 resealable disposal feature, delivering a product praised by P&G's CEO Jon Moeller as "so intuitive" and "emblematic of the state of innovation." The feature achieved 80% consumer preference over the previous model.
- Established the first-ever UX practice within the Baby Care division. Created and deployed the division's first UI Design System and UX Best Practices, directly leading to a 10x improvement in CTR for the Pee/Poo Analyzer App and winning the P&G Design Excellence Award for Digital Design.
- Pioneered the integration of Generative AI into the design workflow, mapping AI capabilities to the product development timeline and led Global Baby Care Generative AI design summit/ offsite.
- Directed the design of the Swaddlers '26 product bundle, achieving a 44% consumer preference win over key competitors through strategic holistic design and feature integration.
- Managed and mentored co-op designers, creating onboarding programs that enabled them to successfully influence project outcomes and development paths.

Pampers; BC / Designer

2018 - 2020

Owned design for premium taped diaper platforms and pioneered digital experiences

- Led and pioneered the first-ever Augmented Reality (AR) execution for the Baby Care category through a strategic partnership with Snapchat. The resulting AR lens became the most successful AR activation in P&G history by engagement metrics and was used by Snapchat as a "Standard of Excellence" case study.
- Led strategic design for the premium Swaddlers diaper line, developing over 70 concepts that defined the adoption of full-belt graphics, significantly enhancing consumer perception of fit and delight.
- Co-invented and filed a patent for a novel combination of texture patterns and graphics that enhanced product aesthetics and perceived softness.
- Initiated and led multi-functional Strategic Design Sessions with R&D, Brand, and agency partners to establish a unified strategic vision for new product initiatives, influencing the migration plan for future products.

Downy; FC / Designer

2016 - 2018

Downy design language owner

- Directed product and packaging design of the Fabric Enhancers platform (Downy and Unstopables) culminating in development of consumer preferred pack solution that also delivered \$10M savings YOY vs. previous solution.
- Instituted the first comprehensive Design Language system for UNstopables packaging.

Tide; FC / RDID Designer

2013 - 2016

- Innovated and redesigned product and packaging across the Fabric Care portfolio, most often on Tide brand, but also influencing the full OU portfolio.
- Led the development of a mobile app, in partnership with the PG ventures team. Integrated with other digital solutions into 1 holistic digital product initiative that ultimately inspired the UX design for Tide laundromat.

Education

NN/G UX (Interaction Specialty) / Certificate

University of Cincinnati/ B.a.S

Magna cum laude degree in industrial and product design.

Recognition

8 Patents Awarded

Invented or co-created to 7 new to the world product and pack innovations.

Snap's Partners Summit Brand Spotlight

Recognized at 2021 Snap Partners global advertising summit for work done on groundbreaking AR experiences through Pampers.

P&G Design Excellence Awards

Won the prestigious 2023 PG global design excellence award for being a champion of user experience design.

Won the prestigious 2025 PG global design excellence award for sustainability in Spruce.

Coach of the Year

Awarded distinction of top mentor/ manager in 2026 across total Habitat Care organization.

Skills

Design & Innovation Leadership: *Portfolio Strategy, End-to-End Product Development, Design for Manufacturability & Scale, Physical + Digital Ecosystem Development*

Consumer & Business Strategy: *Insight Translation, Opportunity Framing, Brand & Portfolio Stewardship, Commercialization Alignment*

Cross-Functional Leadership: *Stakeholder Alignment, Product Management & Engineering Partnership, Organizational Influence*

Design Operations & Transformation: *Design Systems & Methods, Process Optimization, Generative AI Integration, Digital Transformation*

Team Leadership: *Talent Development, Team Building, Performance Management, Budget & Resource Allocation*