

Jennifer Doubrava

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Design & Content Systems Leader

Driving cross-functional product strategy, UX excellence, and scalable creative systems

Design-adjacent leader with 12+ years shaping user experiences across complex SaaS ecosystems. I lead global creative and technical teams, build scalable systems, and often prototype, explore, and influence product direction. My background blends design leadership, content strategy, information architecture, and UX systems thinking which enables me to guide teams through ambiguity, shape product vision, and deliver high-quality, user-centered experiences.

I thrive in deeply cross-functional environments, partnering with Product, Engineering, UX, and Research to define strategy, improve processes, and ship impactful work. I bring a strong foundation in AI-assisted workflows, modern tooling, and zero-to-one problem-solving.

Core Strengths

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|---|--|
| Design Leadership & Team Management | Prototyping & UX Exploration |
| Cross-Functional Strategy (PM, Eng, UX) | Systems Thinking & Experience Architecture |
| AI-Assisted Workflows & Modern Tooling | Creative Team Processes |
| Product Vision & Roadmap Influence | Content Design, IA, and Experience Clarity |
| Leading Through Ambiguity & Change | Zero-to-One Product Development |

Professional Experience

WebPros International / cPanel, L.L.C.

Director, Documentation & Localization

Jan 2022 – Present

Design & UX Leadership

- Use prototyping tools to create documentation portals, navigation systems, and user flows that directly influence product UI and experience decisions.
- Shape the UX of multi-product documentation ecosystems, ensuring clarity, consistency, and intuitive interaction patterns.

- Partner with Product, Engineering, and UX to define experience goals and align design, content, and product strategy.

Team Leadership & Creative Management

- Lead a global team of writers, editors, and content strategists using design-team principles: critique culture, iterative exploration, and high-quality execution.
- Build hiring strategies, career frameworks, and growth paths that mirror modern design-team structures.
- Coach teams through ambiguity, shifting priorities, and zero-to-one initiatives.

Product Strategy & Cross-Functional Influence

- Develop and advocate for a strategic perspective on content and UX systems, influencing product direction across multiple product lines.
- Collaborate with PM and Engineering leads to improve processes, execution, and long-term product planning.
- Introduce and scale **AI-assisted workflows** that accelerate design exploration, content creation, and system-level improvements.

Systems Design & Operational Excellence

- Oversee the design and evolution of content systems, documentation portals, and authoring workflows — operating as a systems designer for large-scale user experiences.
- Run and refine team processes including critiques, sprints, and cross-functional reviews.
- Implement metrics and feedback loops to measure experience quality, discoverability, and user engagement.

cPanel, L.L.C.

Documentation Manager

Aug 2012 – Dec 2021

- Directed multi-product documentation strategy with a focus on UX clarity, IA consistency, and scalable systems.
- Championed design-first API documentation and developer experience improvements.
- Built content quality standards, review processes, and analytics frameworks.
- Managed tooling, vendor relationships, and modernization initiatives.

Technical Writer

Jan 2012 – Aug 2012

- Authored user-facing content with a focus on clarity, usability, and experience consistency.
 - Collaborated with engineering teams to ensure accuracy and intuitive user flows.
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cPanel, L.L.C. – Enkompass

Technical Analyst III

Oct 2008 – Dec 2011

- Led a technical support team and improved internal documentation and UX clarity for enterprise workflows.
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Marshal Software, Inc.

Level Two / Technical Account Manager

Mar 2007 – Oct 2008

- Supported enterprise security products and influenced product improvements through user-experience insights.
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Education

Arizona State University

Bachelor of Applied Science, Operations Management Technology (Magna Cum Laude)

North Harris College

Associate of Applied Science, Computer Information Technology

Tools & Skills

Figma • GitHub Copilot • ChatGPT • Git • Hugo • GitLab • Redocly • Jira • Confluence • UX Writing • IA • Content Design • Systems Thinking • AI-Assisted Workflows • Cross-Functional Leadership