

Kenneth James *Hamer*

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DIRECTOR, PRODUCT DESIGN · SERVICENOW

RÉSUMÉ / 2026

SUMMARY

I lead design for ServiceNow's **\$5B ITSM portfolio**, scaling the organization from 0 to 22 designers across four countries. I drove the company's AI-native product transformation, including the launch of its first autonomous AI worker, now resolving 90%+ of enterprise L1 tickets without human intervention.

My work sits at the intersection of *product strategy, AI systems, and business outcomes*. I focus on building systems that reduce cost, improve efficiency, and scale across the enterprise.

EXPERIENCE

Director, Product Design Technology Workflows (ITSM)

ServiceNow · Oct 2023 - Present · Palm Desert, CA

- Own ServiceNow's \$5B ITSM design organization. 22 designers across the US, India, UK, and Israel in a manager-of-managers structure, with full accountability for experience strategy, platform direction, and design execution.
- Delivered 90%+ autonomous resolution of enterprise L1 IT tickets, reducing support cost and resolution time across ServiceNow's largest enterprise customers. Publicly cited on servicenow.com.
- Led development and launch of Project Automate, ServiceNow's first autonomous AI worker. Defined the trust model, escalation logic, and agentic experience that enabled autonomous IT service delivery at enterprise scale. Reached limited availability in five months.
- Defined product strategy for ESM Foundation, a service delivery model adopted across HR, legal, finance, procurement, and workplace. The framework became the architecture for ServiceNow's midsize market offering, reducing time to deployment for enterprise customers. Launched April 9, 2026.
- Shaped platform strategy across incident management, service operations, DEX, and Zero Touch Support. Reframed ITSM around employee productivity and time-to-resolution. Repositioned DEX as an automation signal for AI-driven service resolution.
- Keynoted Empower 6 (Nov 2025) on an original Ethics in AI framework to 300+ global product, design, and research leaders. Maintained zero designer attrition through significant organizational change.
- Embedded Claude, Claude Code, and Figma Make into the design workflow, accelerating prototyping velocity and research synthesis across the team.

Director, Product Design Employee Workflows

ServiceNow · Mar 2021 - Oct 2023 · San Diego, CA

- Owned experience strategy across the Employee Workflows portfolio as it scaled to \$1B in ARR. Led design across HRSD, Workplace Service Delivery, and Legal Service Delivery, building the unified product experience that drove enterprise adoption and contributed directly to revenue growth.
- Defined the design operating model, org structure, and team culture for a global organization delivering at scale. Established Employee Experience as a dedicated product domain with full design ownership and clear business accountability.
- Expanded the unified employee experience layer into workplace and legal, creating a single cross-department service model across HR, IT, legal, and facilities. Reduced service delivery complexity across the portfolio.

EXPERIENCE , CONTINUED

Senior Manager, User Experience

ServiceNow · May 2017 – Mar 2021 · San Diego, CA

- Built the HRSD design practice from 1 to 19, establishing team infrastructure, customer engagement as a repeatable discipline, and the prototyping capability that closed the gap between design intent and engineering delivery.
- Reframed employee service delivery from disconnected portals into an end-to-end product journey. That shift became the foundational model for a product line that scaled to \$1B in ARR.
- Defined and shipped the Employee Service Center and Lifecycle Events, now core HRSD capabilities deployed across hundreds of enterprise customers globally.
- Shipped Emergency Response and Safe Workplace applications within weeks of COVID-19. Adopted by 900+ enterprises with 9,500+ installations. Cited by company leadership as a defining strategic moment in ServiceNow's employee workflows history.
- Named inventor on 6 US patents spanning enterprise lifecycle management, message templating, and targeted data delivery systems.

Senior User Experience Designer

ServiceNow · Dec 2016 – May 2017 · San Diego, CA

- Joined as the sole designer on HR Service Delivery: fewer than 20 enterprise customers, \$80M revenue, no design process, no customer engagement model.
- Established the first UX practice, introduced customer engagement as a discipline, and designed the original HR portal that became the Employee Service Center.
- Invented patented interaction systems covering lifecycle activity management and enterprise message templating.

Freelance Creative Director & Full Stack Designer

Hamer & Co. · Oct 2015 – Dec 2016 · San Francisco Bay Area

- Independent practice spanning brand, product, and digital experience for early-stage technology clients.

EARLIER EXPERIENCE

Creative Director · Jobvite · Jun 2014 – Oct 2015

Joined as second designer; led creative and UX across Jobvite Hire and created Jobvite Video, a 0-to-1 product in the talent acquisition space.

Experience Designer · Jobvite · Jul 2011 – Jun 2014

Early design hire on a talent acquisition platform that scaled to serve Fortune 500 clients.

Creative Director · Hamer & Co. · Mar 2011 – Jul 2011

Online Marketing Manager · Outset Media Corp. · Oct 2009 – Feb 2011

Senior Visual and Motion Designer · Critical Mass · Jul 2006 – Oct 2009

PATENTS

Systems and methods for generating and transmitting targeted data within an enterprise US10990929B2 · Issued Apr 2021

Document management US20210026803A1 · Filed Oct 2020

Systems and methods for providing message templates in an enterprise system US20200342408A1 · Filed Jul 2020

Lifecycle activity testing and error resolution US20200302365A1 · Filed Mar 2019

SKILLS

LEADERSHIP & STRATEGY Executive Stakeholder Management (CXO, GM) · C-suite Influence & Communication · Portfolio Ownership & Business Accountability · AI Product Strategy & Enterprise Transformation · Organizational Change Management · Design Org Building (0 to 22) · Manager-of-Managers Leadership · Design Operations · 0-to-1 Product Design

PRODUCT & DESIGN AI-native Product Design · Agentic System Design · Autonomous Workflow UX · Enterprise UX · Experience Strategy · Service Design · Ethical AI Design · Design Systems

TOOLS Figma · Figma Make · Claude · Claude Code · ServiceNow Now Platform · Microsoft Copilot · ChatGPT

RECOGNITION

6 Industry Awards

4 Webby Awards

4 Patents

2 Company Awards

COMPANY AWARDS

ServiceNow Moonshot Award (Project Automate) · Captain EX Leadership Award

Technology without humanity isn't progress. It's just noise.

— KENNETH JAMES HAMER