

# Jaclyn Shumate

DESIGN + PRODUCT LEADER

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Creative, strategic design and product leader with 15+ years of experience shaping cross-platform experiences across enterprise AI (Microsoft Copilot), video platforms (Microsoft Stream), and award-winning video games (EA/PopCap, Microsoft). Known for building high-performing, collaborative teams and thriving in ambiguity. Equally comfortable designing for scale and visioning from zero, I've led 0→1 products and scaled existing products to reach millions. I operate best at the intersection of user needs, systems thinking, emerging tech, and narrative—bringing clarity and creative rigor to complex challenges. I thrive and create cultures that are high-trust, low-ego, and deeply curious. I love making great products with brilliant and kind people.

## WORK EXPERIENCE

### Principal Product Manager / Microsoft Copilot

Jan '24 - May '25 / Office AI

- Shaped product and design vision for agentic AI workflows in M365, partnering closely with design through sketches, prototypes, and iterative concept testing—frequently driving early design explorations hands-on
- Experience PM for M365 Actions, a 0→1 Copilot AI automation product, aligning across orgs & disciplines to deliver on a tight timeline with multiple stakeholders
- Designed and launched an AI fluency program to upskill the PM org

### Principal Product Manager / Microsoft Stream

Oct '22 - Jan '23 / Office Media Group

- Defined product roadmap for Stream Camera, a modern recording tool embedded in Teams, Stream, Clipchamp, Yammer, Outlook and more across Microsoft 365
- Balanced bold AI initiatives with iterative product improvements—growing adoption by improving onboarding flows, launching AI editing, and reducing friction across the entire capture-to-publish workflow
- Developed consumer expansion strategy for Microsoft Stream, including opportunity sizing, competitive analysis, and positioning
- Switched from Design to PM leadership to better influence product direction and funding decisions. Supported by Corporate VP for growth and career development.

### Principal Design Director / Microsoft Stream

July '18 - Oct '22 / Office Media Group

- Led and mentored a cross-disciplinary design team of researchers and designers, fostering a high-trust, collaborative culture focused on quality, experimentation, and growth.
- Founded and scaled Office Media Group's research team with a hub & spoke model to deeply tie research to product development, and up-skilled product teams ability to connect with customers creating one of the most customer-driven teams in Office
- Set design vision for the Microsoft Stream application, scaling Stream to 40+M users including integrations across in Teams, SharePoint, OneDrive, and more
- Pitched and launched mobile-first video initiatives, tripling funding and initiating development of the Microsoft Stream mobile app.

## EDUCATION

BA | Cum Laude

### Urban Studies

Barnard College,  
Columbia University

## PRODUCTS

Microsoft Copilot/Actions  
Microsoft Stream  
Video across Microsoft 365  
Microsoft Photos & Videos

## VIDEO GAMES

Bejeweled Stars (2016 iOS, Android)  
Peggle Blast! (2014 iOS, Android)  
Peggle 2 (2014, Xbox One, PS4)  
Fable: The Journey (2012, X360)  
Kung Fu Panda 2 (2011, X360, Wii)  
Pirates of the Burning Sea ('08, PC)  
+ many more

## AWARDS

Game Audio Network Guild  
Awards:

2014: Peggle Blast!  
Best Handheld Audio  
Best Music in a Casual/Social  
Game

2013: Peggle 2  
Best Audio in a Casual/Indie Game  
Best Interactive Score

Nomination:  
2017: Bejeweled Stars  
Best Sound Design in a Social/  
Mobile Game

## **Senior Audio Director / Microsoft Photos & Video**

Mar '17 - Jul '18

- Defined audio features and roadmap for Windows Photos & Video to re-envision it as a storytelling platform used by 400M+ users
- Innovated at the intersection of ML, 3D, and audio to create immersive story experiences with video and photos.
- Managed both audio and technical art teams and contributed to overall product and content strategy

## **Audio Director/ PopCap Games**

Mar '13 - Feb '17

- Defined esthetic sound-design style, created and implemented audio for the Game Audio Network Guild award-winning Peggle 2 and Peggle Blast!, and GANG award nominated Bejeweled Stars.
- Led industry in audio development for iOS games with the creation of 'run-time fun-time audio' maximizing synthesis at runtime to transcend memory limitations.
- Directed numerous recording sessions including instrumentalists and singers for interesting and silly sfx library source

## **Sound Designer / Microsoft**

Nov '11 - Nov '12 / Contract Employee

- Sound Designer and Audio Lead for Project Spark
- Led and participated in multiple sound recording sessions including airplanes and guns

## **Audio Manager / Amaze Entertainment**

Aug '08 - Nov '11

- Led a 10-person audio team to create multiple games across multiple platforms in tight timelines
- Redefined and improved audio tool-set for implementing sounds
- Audio Directed and designed sounds for multiple titles