



www.jayden.design

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Education

University of California, San Diego

Bachelor of Arts, Visual Arts (Media)

September 2016 - August 2018

Provost Honors

General Assembly

User Experience Design Immersive

August 2020 - November 2020

Skillset

Product Design (SaaS, Enterprise, Etc.)

User Experience Design (UX)

User Interface Design (UI)

Design System Development & Maintenance

Agile Methodologies

Developer Handoff

Product Strategy

Design Thinking

User Research

Cognitive Walkthrough

Heuristic Evaluation

Affinity Mapping

Journey Mapping

Information Architecture

User Flows

Ideation & Sketching

Wireframe & Prototyping

Iterating & Presenting

Usability Testing & A/B Testing

Interaction Design

Visual Design & Graphic Design

Web Design, Desktop & Mobile Design

Business-To-Business (B2B)

Business-To-Consumer (B2C)

React (Javascript), HTML, CSS

Toolkit

Figma, Sketch, Adobe Creative Suite

(Illustrator, Photoshop, InDesign, After Effects,

Premiere Pro, Lightroom), Jira, Confluence,

Miro, Webflow, Notion, Zeplin, Framer, Keynote,

Slack, Google G Suite, Microsoft Word, Excel,

Powerpoint, ChatGPT, Claude Code, Gemini,

Cursor, Lovable.dev, CoPilot, Smartsheet

Volunteering & Awards

Eagle Award, Boy Scouts of America; 2014

UCSD ArtPower Student Film Festival 2016;

1st Place: Best Film - Art Direction

1st Place: Best Film - Experimental

Organizations

Sigma Alpha Epsilon Fraternity

National Eagle Scout Association

UC San Diego Alumni Association

Languages

English (Native)

Vietnamese (Professional working)

Experience

Product Designer / EventBuilder / 11.2023 - 3.2024

- Redesigned a web-based software for an event management SaaS company that integrates complex, secure registration and event analytics into Microsoft Teams/ TLE webinars & virtual events.
- Consulted and delivered on high-fidelity Figma designs and prototypes of new UI design, improved UX flows, improved information architecture, and user research.
- Collaborated with CTO, Director of Engineering, and Strategic Project Manager closely on solving business problems that are limited by the old design (with supervision from CEO/COO)

Product Designer / Disney Media & Entertainment Distribution (via TEKSystems) / 1.2022 - 2.2023

- Designed high quality, end-to-end experiences and user flows across web and internal business applications and enterprise tools, such as Content Planning Tool, ESPN Syndication, and Ads Platforms tool.
- Collaborated with product managers, developers, and designers to address development constraints, ensuring successful implementation of iterations.
- Conducted in-depth analysis of a legacy applications and organized functionality and data into coherent information flows and architecture.
- Arranged discovery interviews with key users to gather insights, synthesized into personas and journey maps to inform the design process.
- Designed low to high-fidelity design solutions; tested solutions against time, cost, and error rates to ensure efficiency in final design solutions.
- Reduced overall design to production time by helping implement scalable and repeatable design patterns using an internal React Library with developers.
- Developed scalable and accessible design components, specifications, and documentation, ensuring easy adoption and use across all enterprise apps.

Web Designer / hireEZ / 3.2021 - 1.2022

- Developed brand direction for front-end web design, landing pages, pitch decks, product briefs, and ebooks as the second web designer brought on board. Consulted directly with the CEO on the design of investor pitch decks.
- Delivered high-fidelity designs and produced interactive prototypes to facilitate usability and A/B testing, ensuring iterative improvements.
- Led significant redesign initiative for the Growth and Marketing teams; HireEZ achieved overall growth of 2.5x ARR with 80% growth margin right before securing Series B funding.
- Collaborated with Head of Marketing, developers, content writers, product marketing to rebrand the company and product to from Hiretual to hireEZ.

UX/UI Designer / Trailmerge Labs / 9.2020 - 11.2020

- Led a 4 person team in the design of a web-based SaaS platform helping product leaders collaborate more efficiently in startup environments.
- Collaborated closely with CEO, product designers, and developers to ship a B2B SaaS product, delivered on high-fidelity designs that account for business as well as user needs according to stakeholder requirements.

Lead Designer / One Life Prints / 3.2019 - 3.2020

- Worked with clients: Specialized Bicycle Components, Wish (wish.com), Heat Wave Visual, Compass, Coca Cola, BMC Switzerland, Kate Courtney, TechCon.

Visual Designer II / eBay (via Collabera) / 2.2019

- Designed digital marketing deliverables for eBay Advertising aimed at attracting strategic partnerships with corporate businesses and clients.

Design Associate / Minted / 9.2018 - 12.2018

- Designed personalized wedding invitations, holiday cards, and original vector artwork; collaborated with design leads, wedding team, and QA team.