

# JAYLON BALLARD

PRODUCT DESIGNER    📍 ORLANDO, UNITED STATES    ☎ +1 (305)-299-5822

## ◦ DETAILS ◦

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## ◦ LINKS ◦

[LinkedIn](#)  
[Portfolio](#)

## ◦ SKILLS ◦

Computer Science  
Google Play  
Visual Communications  
Design Tool  
Human-Computer Interaction  
Computer Science  
Design Tool  
Design Methods  
Usability  
Product Strategy  
Product Management  
User-Centered Design  
Interaction Design  
User Interface  
User Flows  
Research  
Experience Design  
User Experience  
User Research  
Information Architecture  
Wireframing  
Leadership  
Collaboration  
Creative Problem Solving  
Figma  
HTML & CSS  
JavaScript  
Jira



## PROFILE

Product Designer with 6+ years of experience shaping user-centered digital experiences across healthcare, mobility, and early-stage startups. I bring a strong UX foundation with hands-on skills in research, prototyping, and interface design, alongside practical product strategy instincts developed through cross-functional collaboration. I've worked across disciplines, partnering with engineers, researchers, and leadership, to turn ambiguity into structure and improve usability at scale.



## EMPLOYMENT HISTORY

### Product Manager at VisualDx, Rochester

2024 — Present

- Owned and maintained the mobile engineering team's backlog in Jira, leading standups, sprint planning, and sprint reviews
- Led a usability study for a mobile home screen redesign initiative, using Hubble to test and analyze new interaction concepts alongside design partners
- Collaborated in a co-design role with the Principal Design Engineer to iterate on UI concepts based on user behavior and research feedback
- Authored and ran an additional unmoderated user study focused on dermatologic lesion interpretation, including prototyping and synthesis
- Provided structure and support across the mobile product pipeline

### Product Designer at VisualDx, Rochester

2023 — 2024

- Developed comprehensive wireframes and prototypes to effectively communicate product concepts and features to stakeholders, facilitating informed decision-making.
- Conducted thorough analysis of user feedback and data, including leading an A/B usability study for the VisualDx mobile application, which provided key insights that guided the final design and improved user accessibility and usability.
- Created and maintained a robust design system, significantly improving design consistency across all product features and reducing design iteration time by 30%, while designing intuitive user flows that enhanced navigation and reduced user errors by 10%.
- Collaborated closely with developers to ensure accurate and consistent implementation of product designs, maintaining high standards of quality and usability.

### Lead Product Designer at Limitless Minds, Orlando

2022 — 2022

- Joined a newly formed engineering pod during early-stage team build-out following seed funding.
- Collaborated with an existing in-house designer to support UX/UI efforts, while contributing to QA, analytics, and product documentation where design access was limited.
- Facilitated a leadership workshop to align on product vision, define user problems, and propose a preliminary roadmap.
- Helped prototype and ship three MVP features within the team's first month: Onboarding Overlay, Livestream Events, and User Feed.
- Partnered with engineering on user analytics exploration using Google Analytics to better understand behavior patterns.

### Product Designer at Uber Technologies, Remote

2022 — 2022

- Collaborated with stakeholders and product owners on a weekly basis to ensure alignment on product vision, progress, and user engagement metrics.
- Conducted comprehensive competitive and comparative market analysis, meticulously recording and presenting findings and recommendations to relevant stakeholders and involved parties.
- Designed and iterated on mid and high-fidelity UI mockups, clickable prototypes, and user flows, utilizing rapid prototyping techniques to create multiple design iterations.
- Implemented design improvements that contributed to a projected 20% reduction in rider cancellations, enhancing the overall user experience and satisfaction.

### UX Designer at Simple Tech Talk, Remote

2018 — 2019

- Collaborated closely with the founder to design and prototype an innovative mobile application, enhancing functionality and user experience through iterative development.
- Conducted comprehensive data analysis from social media platforms to identify user needs, informing design decisions and improving app usability.
- Developed multiple design concepts and prototypes, utilizing user feedback and industry best practices for continuous improvement and innovation.
- Identified and addressed potential legal and compliance risks, providing strategic recommendations to mitigate issues and align with best practices.

### Frontend Developer at TraciLynn Jewelry, Fort Lauderdale

2017 — 2017

- Partnered with the Lead Developer to implement responsive e-commerce pages using HTML, CSS, and JavaScript, contributing to a smoother online shopping experience.
- Supported frontend development with layout structuring, styling, and QA for cross-browser compatibility.
- Took on emerging design responsibilities as interest and skill grew — providing layout suggestions, UX feedback, and comparative UI research to inform presentation choices.
- Conducted light competitor analysis and proposed UI adjustments that aligned with e-commerce trends.

## EDUCATION

### Recording Engineering Associate of Science, Full Sail University, Winter Park

April 2013 — April 2015

### HS Diploma, New World School of The Arts, Miami

August 2008 — June 2012