

Jaiden Brown

Product Designer

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WORK EXPERIENCE

Product Designer

O'Connor & Rodriguez, C.P.A. · July 2025 — Present New York, NY (Remote)

- Led a full-cycle website redesign resulting in a ~60% reduction in friction to interactions in client inquiry, optimizing the lead-generation funnel
- Reduced core information retrieval time by 80% by streamlining navigation and architecture
- Collaborated with leadership to define a Trust-Focused Design System
- Conducted in-depth user research with UHNW clients to define a tailored user journey and information architecture focused on trust and privacy

Product Designer

Tech Startup (early stage) // Internship · June 2026 — August 2026 New York, NY

- Maintained and modified a large collection of component libraries
- Prepared demos for investor presentations

UX Designer

Orlando Economic Partnership // Internship · June — Aug 2025 Orlando, FL

- Established data-driven UX Personas to represent key industry entrants, driving a user-centered strategy for growth
- Designed interactive data maps in ArcGIS for executive stakeholders, improving clarity for potential investment decisions
- Created data visualizations for Central Florida's semiconductor engine
- Ran data analysis through Excel and Tableau on skills and jobs to gain insights on potential industry development

SELECTED SIDE PROJECTS

Easel: Art History

Product Designer New York, NY

- Created an experience to reduce the barrier to entry for learning the history of fine art
- Developed a custom design system in Figma grounded in familiar UX patterns
- Conducted industry audits to understand competitor strategy
- Prototyped AI summarization features to shorten information retrieval time

Gridlock

Product Designer New York, NY

- Designed a mobile tool in Figma for power line repair teams to collaborate efficiently
- Integrated AI-powered decision support features, utilizing task analysis and specialized user flows to enhance collaboration and speed for repair teams
- Utilized key insights to design specialized user flows

DESIGN TOOLS

- Figma
- Webflow
- Rotato
- Adobe Suite
- Miro

TECHNICAL TOOLS

- HTML/CSS
- Javascript
- Python
- Arduino
- Raspberry Pi
- ArcGIS

PRODUCT SKILLS

- Rapid Prototyping
- Wireframing
- User Research & testing
- Information Architecture
- Design Systems
- Data Analysis

AI TOOLS

- Claude
- Gemini