

Jay Molloy

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PROFESSIONAL SUMMARY

Creative and strategic Product Designer with agency and in-house experience across UX design, product strategy, and digital brand experiences. Passionate about designing intuitive, human-centered products that drive engagement and improve wellbeing. Skilled at translating complex user needs into elegant, scalable solutions. Recognized for cross-functional collaboration, stakeholder alignment, and delivering high-quality work in fast-paced environments.

CORE SKILLS

UX Design • Product Design • Wireframing • Prototyping • Design Systems • User Research • Usability Testing • Visual Design • Branding • Information Architecture • Interaction Design • Accessibility (ADA) • Virtual Team Collaboration • Presentation & Storytelling

EXPERIENCE

Product Designer | BGB Group | March 2024 – August 2025

- Partnered with major pharmaceutical brands including Ozempic, Wegovy, Bayer, Novo Nordisk, Amgen, and Amneal, delivering impactful digital experiences across web and interactive platforms.
- Launched Crexont and Kura brands and contributed to 30+ additional brand initiatives, leading omnichannel executions spanning interactive visual aids, conference booths, and website ecosystems.
- Supported business development efforts resulting in millions in new client revenue, expanding partnerships through consistently high-quality digital work.
- Designed wireframes, prototypes, and UX recommendations for websites, internal tools, and convention panels informed by user research.
- Facilitated collaboration across a 50+ virtual, cross-functional team, improving workflow efficiency and digital output quality.
- Conducted website audits and optimization analyses to enhance usability and engagement.
- Presented design concepts and user flows to internal and client stakeholders, aligning creative direction with business objectives.

UX Designer | Coca-Cola Company | December 2023 – March 2024

- Designed the UI/UX for the Coca-Cola Operating System SDK (KOS SDK), used in Coca-Cola Freestyle Machines (\$1B+ revenue/year).
- Addressed needs of seven global user groups, balancing developer, manager, and support workflows in a unified product ecosystem.
- Collaborated on user stories, information architecture, and final UI frames for developer handoff.

- Unified user experience across multiple desktop and coding environments (e.g., VS Code).
- Ensured alignment between KOSdev documentation site and in-production SDK tools for a consistent developer experience.

UX Architect & Product Designer | FCB Health | March 2022 – February 2024

- Architected the first digital person in the pharmaceutical industry, driving innovation across multimillion-dollar accounts (Pfizer, Novartis, Roche, Eli Lilly).
- Led a freelance design team of 4 and a remote team of 3, overseeing UX consistency across concurrent projects.
- Created interactive panels, wireframes, and layouts in Figma/Adobe XD, optimized for both desktop and mobile.
- Built and maintained design systems and component libraries, acting as the source of truth across multiple brands.
- Conducted user research and usability testing with both consumers and healthcare practitioners.
- Championed accessibility and ADA compliance across all digital experiences.
- Improved internal design processes through research, team interviews, and workflow enhancements.
- Collaborated on 16+ concurrent projects, balancing creative excellence with rapid delivery.

Freelance Designer | Molloy Design | January 2021 – Present

- Designed and developed brand identities and websites for small businesses in hospitality, coaching, and gaming.
- Conducted user research and usability testing to inform design decisions.
- Built responsive websites in Webflow, ensuring seamless client handoff.
- Facilitated client workshops to align on UX goals and visual direction.

UX Designer | Coca-Cola Company | December 2021 – March 2022

- Partnered with engineers on the SDK design for Coca-Cola Freestyle Machines, creating UI components in Figma and maintaining design system documentation.
- Produced wireframes, process flows, and prototypes to inform product roadmap decisions.

EDUCATION

UX Design Certification — Design Lab, January 2022

B.A. in Economics — Western Washington University, March 2020 | GPA: 3.73

TOOLS & TECHNOLOGY

Figma, Adobe XD, Sketch, Zeplin, Illustrator, Photoshop, Webflow, WIX, Miro, Trymata, MS Office, Google Suite, MS Teams, Slack, Zoom, Discord, ChatGPT, Midjourney, Mailchimp