

Jay Molloy

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PROFESSIONAL SUMMARY

Product Designer specializing in omnichannel digital experiences using flexible design systems within consultancy, agency, and in-house environments. Skilled at translating multi-stakeholder and technical requirements into intuitive, scalable solutions. Recognized for strong cross-functional collaboration, systems thinking, and delivering high-quality work on fast-paced, high-impact teams.

CORE SKILLS

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

EXPERIENCE

Freelance Designer | Molloy Designs | January 2021 – Present | New York

- Designed and deployed logos, typography, icon systems, brand kits, and websites, translating visual systems into well-structured HTML/CSS-based layouts for small businesses and artists across multiple industries.
- Employed motion design and web animation to create engaging, interactive experiences, implementing animations with Lottie, Rive, and Webflow's native animation tools.
- Conducted user research and usability testing to inform layout, interaction, and content decisions, ensuring intuitive and accessible experiences.
- Built and launched responsive websites in Webflow and Framer, optimizing layout and CSS styling for consistency across devices and screen sizes.
- Facilitated client workshops to align on Brand and UX strategy, defining visual direction while balancing aesthetics, responsiveness, and technical feasibility.

Product Designer | BGB Group | March 2024 – August 2025 | New York

- Contributed and maintained design systems for major pharmaceutical brands, including Ozempic, Wegovy, Bayer, Novo Nordisk, Amgen, and Amneal, delivering impactful digital experiences across web and interactive platforms.
- Developed components, reusable sections, typography scales, spacing guidelines, and accessibility standards, all while ensuring high-quality brand execution.
- Architected design systems for Crexont and Kura brands and contributed to 20+ additional brand initiatives, leading omnichannel design system executions spanning interactive visual aid conference booths, and website ecosystems.
- Supported business development efforts resulting in millions in new client revenue.
- Collaborated cross-functionally across disciplines on roadmap priorities and growth experiments on a 50+ virtual cross-functional team.
- Designed wireframes, prototypes, and UX recommendations for websites, internal tools, and convention panels informed by user research.
- Conducted website audits and optimization analyses to enhance usability and engagement.
- Presented design concepts and user flows to internal and client stakeholders

UX Designer (Contract) | Kondra Systems, Inc. | Dec 2021 – March 2022; Dec 2023 – March 2024

Client: The Coca-Cola Company (Remote)

- Designed the UI/UX for enterprise B2B SaaS developer tools supporting Coca-Cola Freestyle Machines (\$1B+ revenue/year).
- Contributed to the kOS design system with components, tokens, and developer-ready documentation as we architected the “Future Tracer” to surface log data.
- Addressed the needs of international dispenser manufacturer developer teams, 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 developer documentation sites and in-production tools for a consistent developer experience.

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

- Built and maintained design systems and component libraries, acting as the source of truth across multiple brands.
- 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.
- Conducted moderated and unmoderated user research to perform iterative usability testing with both consumers and healthcare practitioners. This included A/B testing, surveys, card sorting, tree testing, and heatmaps.
- 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.
- Architected a high-fidelity conversational AI interface for a global pharma brand, developing dialogue flows and user intent mapping to simulate human-like interactions for HCPs

Community Organizer | Various | 2016-Present

- Led volunteer teams across multiple cities for union drives and political campaigns, building scalable frameworks for recruiting and mentoring organizers while managing diverse stakeholder needs.
- Directed door-to-door canvassing programs, translating voter feedback into strategic adjustments and facilitating coalition-building across community groups, unions, and elected officials.
- Applied political economy background to analyze institutional structures and behavioral incentives, informing both campaign strategy and design approaches through systems-level thinking.

EDUCATION

UX Design Certification — DesignLab, January 2022

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

TOOLS & TECHNOLOGY

Figma, Figma Make, Adobe XD, Sketch, Lysanna, Usertesting, Zeplin, Illustrator, Photoshop, Webflow, WIX, Miro, Trymata, MS Office, Google Suite, MS Teams, Slack, Zoom, Discord, ChatGPT, Gemini, Midjourney, Mailchimp, Framer, Claude, HTML, CSS