JASON YOUNG
UX/UI DESIGN

www.rezznikstudios.com
jason.young@rezznikstudios.com
925.640.9011

WORK EXPERIENCE

Pet Dynasty/ Freelance UX/UI Designer
November 2023 - Present | Pleasanton, CA

- Led the digital transformation for a small pet services business, transitioning from analog to cloud-based systems including Wix development and a third-party booking platform for users and employees.
- Collaborated directly with the owner to align business needs with design solutions.
- Conducted unmoderated usability testing to confirm user-centric design choices.

PeopleFinders/ UX/UI Designer
August 2022 - October 2023 | Sacramento, CA

- Architectured an Agile UX pipeline fostering cross-functional alignment and optimizing product development workflows.
- Leveraged user research insights to refine UX/UI integration, producing intuitive mockups that enhanced user experiences.
- Championed design innovation by integrating AI-predictive software and prompt engineering to adapt to user trends, increasing organic traffic by 80%.

Ingredients Online/ UX/UI Designer
May 2021 - July 2022 | Cerritos, CA

- Excelled as a UX/UI designer in a cross-disciplinary agile team, advancing the visual and functional aspects of the company's platforms.
- Led the overhaul of the company's design system, reducing the color palette from 70 shades to a harmonious set of 4-5 primary colors, enhancing interface usability and unifying the brand image.
- Contributed to marketing efforts, instrumental in a year-over-year sales increase of 47% in 2021 including a new logo creation and shipped frontend/backend design.

DocSpot/ Freelance UI/UX Designer
November 2020 - April 2021| San Jose, CA

- Crafted wireframes and prototypes to enhance usability and support project proposals.
- Other contributions extend to seamless collaboration with the company's project manager and web developers, engaging in design projects as required including motion graphics, branding and user-centric dashboard UI.

Quick Mount PV / Product & Visual Design
April 2017 - July 2018 | Walnut Creek, CA

- Led Quick Mount PV's visual design efforts across several successful product launches and increased CTAs for marketing metrics Including sample requests and media clicks.
- My contributions to the solar manufacturer included using A/B testing and quantitative research to improve email efficiency by 20-30% for 15,000+ customers.

Penguin Computing / Product & Marketing Coordinator
October 2013 - April 2017 | Fremont, CA

- Delivered high-end server prototypes for tradeshow exhibitions, contributing to the company's recognition among the Top 500 HPC companies in 2016.
- Collaborated on visual marketing campaigns for key products, influencing successful bids in the enterprise tech industry.

SKILLS

User Experience

Prototyping/mockups
User interviews
Qualitative/quantitative research
Contextual inquiry
Competitive Analysis
Surveys
Prompt Engineering
A/B Testing
Accessibility
Agile & Waterfall Methodologies

Tools and Development

HTML5/CSS3
Javascript
Adobe Creative Cloud
Sketch
Adobe XD
Figma
ChatGPT/LLMLs
Google Analytics

Marketing

Tradeshow prototypes
Email blasts
Website landing pages
Motion Graphics
SEO

EDUCATION

Springboard / UX Career Track
January 2020 - July 2020 | Online

UCSB / BA Film Studies
Sept. 2002 - June 2006|Santa Barbara, CA