

JACOB KOESTERICH

Product Designer

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Portfolio www.yaaki.com

EXPERIENCE

Appeagle

Lead Product Designer
Sept 2013 – July 2017

Built and led a Product Design team responsible for UX Design, Visual Design, Interaction Design, Information Architecture, Wireframes, Prototyping and complete ownership of the products HTML/CSS. Established best practices and put processes in place for the Product Design team including a weekly cross-functional design review. Built and maintained a pattern library. Worked with Customer Success teams to identify user needs and pain points. Used quantitative data to improve the overall user experience.

Peloton Street

UX Designer
Front End Developer
Aug 2014 – Sept 2015

Collaborated directly with the Co-Founders and Lead Engineer to refine and enhance the company's existing website and webapp. Ensured cross browser compatibility and responsive page layouts. Designed and implemented the signup and accreditation work flow, profile pages, admin view, and deal flow.

Dow Jones

Senior UX Designer
July 2013 – Sept 2013

Partnered with Product Managers, Interaction Designers, Information Architects and Front-end Engineers. Worked on a business information and research product. Laid the foundation for a pattern library to standardize visual communication.

SecondMarket

UX Designer
Front End Developer
Jan 2010 – Apr 2013

Worked closely with Product Managers, Engineers, and UX Designers to design and execute product vision. Contributed in an agile SCRUM environment, regularly floating between teams and attending stand-ups, planning meetings and retrospectives. Built a pattern library for internal use. Formed HTML prototypes for user testing and project specifications. Performed and observed traditional usability testing and remote testing. Translated usability findings into product improvements.

EDUCATION

Dec 2008

Bachelors of Fine Art, Graphic Design
State University of New York at Oswego

June 2006

Associate of Science, Graphic Design
Art Institute of Las Vegas

PROFICIENCY

User Experience Design

User Interface Design

Visual Design

Responsive Design

Project Management

HTML

CSS / SASS / LESS

JavaScript / jQuery

ACCOMPLISHMENT

Treehouse

Beginner JavaScript
JS programming fundamentals

Skillshare

Startup Design
Design team structure and process

Bocoup

Comprehensive jQuery Training
Deeper understanding of jQuery

Scrum Alliance

Certified Scrum Master (CSM)
Scrum values and practices