

Fred James Tejada

Product Designer

Vancouver, Canada

7788996859

tejadajames@gmail.com

[LinkedIn](#) | [Portfolio](#)

EXPERIENCE

Product Designer - Blockchain Foundry Inc.

Vancouver, Canada - June 2021 - December 2022

- Produced UX design deliverables by creating design systems, interaction flows, prototypes, and reusable components for E-Comm and SaaS platforms, contributing to +900% user base increase within 3 months.
- Established user-centered design principles by conducting user interviews, surveys, and acceptance testing, improving customer satisfaction and activation rates of our Marketplace product line.
- Collaborated with 4 designers and 8 developers by presenting mock-ups and interactive prototypes to reduce feature estimations by 25% for 2 Web Apps.

Product Designer, Consultant - FJ Solutions

Vancouver, Canada - April 2018 - Current

- Managed project developments on time and within budget by translating user and business needs into roadmaps, PRDs, and UI UX design execution.
- Optimized user retention and sales funnels through A/B Testing for clients by improving accessibility, information architecture, and task flows, decreasing bounce rate by 10-15%.
- Assisted clients beyond design delivery by improving sales and operational sequences and establishing a brand that engages with users increasing user satisfaction by +25-50%.

PROJECTS

Product Designer - LastKnown NFT Marketplace

Vancouver, Canada - June 2021 - December 2022

- Designed and developed a 0 to 1 Marketplace that connects artists and collectors by ensuring strategic alignment with cross-functional partners and leadership generating activation of 5,000+ users in public release.
- Spearheaded the product discovery, definition, design, and delivery process, leading to the successful launch of a competitive product line which increased company revenue by 25% (\$500,000+)
- Maintained design documentation such as research findings, feature specifications, work tickets, usage guidelines, and documenting feedback.

SKILLS

- UX/UI Design
- Figma, Figjam
- Data Analysis
- Agile, Scrum, Kanban
- Google Analytics
- Confluence, JIRA

EDUCATION

BrainStation Institute, Vancouver - Product Management Certificate 2021

BrainStation Institute, Vancouver - Product Design Certificate 2017 - 2018

Interaction Design Foundation, Global - Interaction Design, HCI 2018 - Current