

FRED JAMES TEJADA

PRODUCT DESIGNER

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SUMMARY

Product Designer with 7+ years designing user-centered SaaS across B2B and B2C. Own end-to-end design from discovery and research through high-fidelity delivery, design systems, and developer handoff. Have contributed to 12 shipped products influencing roughly \$2M in revenue, working fluently in Figma and low-code tools to ship accessible, scalable experiences.

EXPERIENCE

Skyrocket Digital

Vancouver, BC (Hybrid) · 2023 - 2026

Product Designer

- Led end-to-end design for Ocean Wise conservation platforms (Whale Report, Shoreline Cleanup, Sustainable Seafood), shipping multi-platform web and native apps that coordinate 36,000+ annual volunteers and track 67,000+ kg of waste removed each year.
- Designed Whale Report, a real-time whale-sighting system spanning a public reporting app, a commercial-mariner (WRAS) app, and an admin validation panel, translating maritime-safety research into a phased MVP that surfaces verified sightings to reduce vessel strikes.
- Built and scaled cross-platform design systems and component libraries that raised visual consistency and lifted measured user satisfaction by 40%.
- Ran discovery and usability research, turning stakeholder interviews and journey maps into design principles that improved onboarding and engagement by 35%.

Blockchain Foundry

Vancouver, BC · 2021 - 2023

Product Designer

- Designed LastKnown, an NFT marketplace built around trust-first UX, simplifying minting and trading flows to lower onboarding friction for mainstream users; the product generated \$500K+ in gross revenue at launch.
- Led end-to-end design for cryptocurrency products, from user flows and prototyping through usability testing, contributing to two revenue-generating feature launches within 6 months.
- Conducted user research, competitive analysis, and usability testing to resolve transaction pain points, informing UX improvements that drove 80% active-user adoption.
- Established reusable component libraries and accessible design patterns for a consistent experience across crypto products.

SKILLS

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|-----------------|---|
| Design | UI/UX, Interaction Design, Design Systems, Prototyping, Responsive & Mobile, Accessibility (WCAG) |
| Research | User Interviews, Usability Testing, Competitive Analysis, Journey Mapping, Affinity Mapping |
| Tools | Figma, Framer, Webflow, JIRA, ClickUp |
| Process | Agile, A/B Testing, Low-Code Prototyping, Design-to-Dev Handoff |

EDUCATION & CERTIFICATIONS

BrainStation

Certification, Product Design (UX/UI)

BrainStation

Certification, Product Management

Interaction Design Foundation

Certification, Interaction Design & HCI