Jesse Young.

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Skills.

Usability Testing | Unmoderated User Testing | Mobile Design | Heuristic Evaluation | Design Systems
Wireframing | Design Mentorship | Growth | Figma | Sketch | HTML | CSS | Adobe | Design Thinking

Experience.

Senior Product Designer | Vidyard

April 2023 - Present

- Worked as Lead Designer for the self-serve product vision, including the build of a multi-user Workspace product.
- Took over management of the Design System, including updating components, and managing product requests.
- Managed growth experiments to optimize the user activation funnel for our core product.

Product Designer | Vidyard

May 2021 - April 2023

- Led the end-to-end design and implementation of Buy Now & Free Trial functionality.
- Researched and completed a new pricing & packaging model for the Vidyard product.
- Redesigned the Vidyard onboarding work flow in an effort to increase habit creation and user activation.

Senior Product Designer | Versapay

June 2020 - May 2021

- Ideated on, and designed a full end-to-end flow to unify Versapay's four payment products.
- Updated the complete UI of the Versapay ARC platform, including designing and creating a new Design System.
- Managed the discovery and design of the Payment Plans product.

Product Designer | FairVentures Lab

September 2018 - June 2020

- Worked with Fairfax and its subsidiaries to design solutions for web, mobile, chat and voice.
- Organized design sprints to explore concepts relating to InsurTech, Fintech, & E-commerce.
- Led the design of proof of concept products for multinational insurers, & retail companies.

Education.

Systems Design Engineering | University of Waterloo