

JAYSON SAGISI

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EDUCATION

UX/UI Design-
Boot Camp
UC Berkeley Extension

Advertising -
Bachelor of Science
San Jose State University

Communications -
Associate of Arts
Evergreen Valley College

SKILLS

Product Design
High Fidelity Prototyping
Usability Research
Product Branding
Designing for Print
Motion Design
Video Editing
Typography

TOOLS

Figma
Sketch
Photoshop
Illustrator
After Effect

SOFT SKILLS

Team Leadership
Project Management
Marketing Research

EXPERIENCE

OnQ Solutions Hayward, CA
UX/UI Visual Designer 2023 – Current

- Spearheaded innovative design strategies to elevate the in-store experience, leveraging digital technology and interactive elements such as kiosks, touchscreen displays, and mobile apps
- Conceptualized, designed, and implemented a custom Content Management System (CMS) designed to help manage an entire network of devices
- Led the integration of accessibility features for interactive displays, fostering an inclusive environment and enhancing user engagement
- Partnered with high-profile brands and retailers to craft captivating in-store experiences, driving tangible success measured by KPIs and metrics

StyleSeat San Francisco, CA
Visual Designer 2021 – 2022

- Re-designed the b2b and b2c email design system, leveraging data-driven responsive layouts to achieve a remarkable 30% surge in click-through rates
- Worked with cross-functional teams, collaborating with product managers, developers, designers, and researchers to implement scalable design modules across web and native apps
- Collaborated closely with the integrated marketing team, providing design support and expertise to ensure alignment of visual assets and messaging with overall brand strategy

Shijin Vapor San Jose, CA
Creative Marketing Manager 2019 - 2021
Design Marketing Specialist 2017 - 2019

- Mentored, trained, and developed a team of 5 marketing employees, including conducting monthly one-on-one meetings to manage professional development and goals
- Led the creative direction for all projects, overseeing the conceptualization, development, and execution of strategies to ensure alignment with brand objectives and market trends
- Successfully conceptualized, designed, and launched a brand new B2B and B2C e-commerce website, driving increased online visibility and revenue generation
- Led major branding efforts, including new unified packaging and website, repositioning the company to capture significant market share and driving a 20% year-on-year sales increase