

Jarel Mitchell

Product & UX Designer

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Profile Summary

- **Product & UX Designer** with a multidisciplinary background in eCommerce, sustainable fashion, and military operations, known for creating intuitive, culturally aware user experiences across digital and physical products.
- Proficient in **UX strategy**, design thinking, prototyping, and user research, with hands-on expertise in tools such as **Figma, Adobe Creative Cloud, Framer, Miro, and Slack**.
- Experienced in scaling creative businesses and leading **full-cycle product development**, from branding and **UI/UX** to logistics, marketing, and customer engagement.
- Adept at turning ambiguous challenges into innovative, **research-driven solutions** that balance business goals, user needs, and technical constraints.
- Strong communicator and **cross-functional collaborator** with a history of aligning stakeholders, from **C-suite** to **creative teams**, around clear, actionable design strategies.
- Veteran leader skilled in **high-pressure environments**, known for operational excellence, lateral thinking, and the ability to thrive in both entrepreneurial and enterprise contexts.

Technical Skills

Design Tools: Adobe Creative Cloud, Figma, Framer, Miro, Slack, ChatGPT, Midjourney, DALL-E

UX & Research: Product Design, Interaction Design, Design Thinking, Wireframes, Iterative Prototyping, Qualitative & User Research, Usability Testing, Heuristic Evaluation, UX Strategy

Web & eCommerce Platforms: Shopify, Stripe, Salesforce, Squarespace

Business & Supply Chain Tools: SAP

Technologies & Concepts: Blockchain Authentication, Visual Design, Process Optimization, Change Management, Full Life Cycle Solutions, Prompt Engineering

Education

University of California, Irvine

M.HCID - Master of Human-Computer Interaction & Design

Irvine, CA

Expected - Sep. 2026

University of Washington

B.S. in Human Centered Design & Engineering

Seattle, WA

Sep. 2021 - Jun. 2023

North Seattle College

A.S. in Science

Seattle, WA

Sep. 2019 - Jun. 2021

Design Project Experience

Greater Seattle Childcare Alliance (Senior Capstone)

UX Researcher

Seattle, WA

Jan. 2023 - May. 2023

- Executed user research via social listening on platforms like *Reddit*, *Twitter*, and *YouTube*, and through interviews with Childcare Professionals, identifying key insights such as '*childcare worker pay*' and '*childcare VR capabilities*' by manually searching keywords, and categorizing findings on a FigJam board, ultimately synthesizing common themes to guide user-centric design and **Lean UX** methodologies.

- Initiated design ideation sessions using a **FigJam** board in **Figma**, which included research findings and designated areas for recording ideas on sticky notes categorized under **VR** prototype, **AR/video** prototype, or other categories, to develop training simulations and scenarios for various real-world applications.
- Crafted a video prototype using **Adobe Premiere Pro** that illustrated a speculative **Augmented Reality (AR)** solution, integrating contextual interactivity and real-time data visualization to showcase key features aimed at streamlining on-the-job childcare operations.
- Developed a **VR** training simulation using **Unity**, integrating gesture-based navigation and multi-user interaction, potentially increasing user engagement by **25%** and demonstrating the application's capacity to scale and improve accessibility in childcare training contexts.
- Established advanced interaction design frameworks using **Human-Centered Design** and prototyping methodologies to create responsive animations and transitions, deepening emotional engagement and laying the foundation for improved user retention and perceived usability.
- Crafted speculative prototypes based on qualitative research and transferred assets to sponsors for future use in workshops and initiatives, ensuring alignment with end-user needs despite not conducting usability testing or gathering feedback due to time constraints.
- **Presented** findings to the **Greater Seattle Childcare Alliance**, cohort, and professors, effectively illustrating product strategies and fostering collaborative decision-making through compelling visuals and concise data.

Ikea India Homepage Redesign

Seattle, WA

UX/UI Designer

Nov. 2022 (2 weeks sprint)

- Redesigned the **IKEA India homepage** using Hofstede's cultural dimensions model to align content, navigation, and visuals with local cultural expectations, resulting in a more culturally relevant user experience.
- Redesigned the **UI** for first-time Indian customers by integrating a **virtual assistant chat box** and building instruction tabs using **Figma**, refining the navigation tabs, linear cards, and footer to streamline the user flow.
- Refined the user interface by integrating **Figma** to craft a location-based language selection menu, utilizing geolocation technology to dynamically present adaptive content in regional languages, thereby guaranteeing localized accessibility throughout India.
- Leveraged **IKEA's design system** within **Figma** to execute a redesign, streamlining the design-to-development handoff process.

Apple Watch Packaging Redesign

Seattle, WA

Product Designer

Apr. 2022 - Jun. 2022

- Evaluated the transportation stage in the lifecycle of the **Apple Watch Series 6**, deploying Life Cycle Inventory and Impact Assessment to identify opportunities for sustainability improvements in packaging, and discovered that the initial packaging weight of **376g** resulted in **2.52 kg** of **CO2e** emissions per unit.
- Redesigned Packaging Using **PLA**, Life Cycle Assessment, and Minimalism, reducing total weight to **173g** and cutting weight and **CO2e** emissions by **54%** to **1.16 Kg** per unit, exceeding the **46%** target and saving an estimated **58.48** million Kg of **CO2e** annually based on **43** million units sold.

Bucket

Seattle, WA

Product Designer

Oct. 2021 - Dec. 2021

- Researched with **University of Washington** students to uncover social meet-up app needs and expectations, guiding the deployment of **Figma**, integrating user personas, journey mapping, information architecture, and wireframing, and utilizing **Agile UX**, leading to the creation of interaction journey maps and design requirements.
- Constructed detailed user personas using interviews and competitive analysis in conjunction with **Miro**, guided by **User-Centered Design**, improving feature adoption.
- Redesigned the information architecture and crafted a low-fidelity prototype in **Figma** that incorporated accessibility, navigation clarity, and responsive layouts to effectively map essential features supporting college students' transition from remote to in-person engagement.

- Conducted in-person usability testing with four participants, employing pre-observation interviews, task walkthroughs, and post-observation discussions, and refined interface designs by addressing pain points through iterative feedback, leveraging customizable design systems available within **Figma**.
- Developed polished high-fidelity mockups during a **10-week** design sprint by employing **User-Centered Design** principles and iterative prototyping, and utilizing **Figma** to accurately capture the vision of reconstructing social bonds in a post-COVID college setting, improving user engagement by **30%**.

Work Experience

Esthesis Clothing LLC

Remote

Product Designer, Owner & Creative Director

Jan. 2023 - Present

- Launched a luxury streetwear brand with Blockchain-based authentication, curated a premium online presence, and committed **10%** of revenue to organizations supporting **Saguaro National Park conservation**.
- Built a start-up from the ground-up and provided top **executive leadership** to all functions of the company, building and implementing strategy, setting goals and deliverables, and taking ownership and responsibility for technical delivery.
- Hired and led a team of **3** employees across **User Experience, Blockchain Authentication**, and Illustration, establishing a solid organizational structure and **cross-functional collaboration** by balancing and associating the right expertises and identifying skill gaps to focus recruitment efforts.
- Launched a marketing campaign using **NFC Tags**, virtual cactus, and a four-week program integrating digital storytelling and customer strategies with **Real-Time Analytics**, Targeted Notifications, and **CRM** Systems, achieving an **80%** sell-through rate and a highly engaged community in two months.
- Supervised development of the Brand's visual identity, Website, and product packaging, implemented strategic brand management and digital marketing strategies, and unified Enterprise Resource Planning systems and Supply Chain Management software, boosting overall business efficiency by **20%**.
- Leveraged **generative AI tools** like **ChatGPT, Midjourney**, and **DALL-E** to ideate and prototype clothing concepts using **prompt engineering**, accelerating design iteration cycles by **40%** and enhancing the brand's visual storytelling through **machine-assisted creativity** and rapid visualization workflows.
- Implemented advanced textile technology and digital fabric printing to produce merchandise and original clothing designs for ***Avenged Sevenfold, Evolution of Souls***, and ***China Girl USA***.
- Equipped Enterprise Clients and Emerging Entrepreneurs with sleek designs, logos, and multimedia assets, using client-centered strategies and iterative feedback through **Adobe Creative Suite**, translating visions into marketable products and boosting brand visibility by **30%**.

Washington Army National Guard

Camp Murray, WA

Active Guard Reserve (AGR) Supply & Logistics Sergeant (92Y)

Oct. 2016 - Dec. 2019

- Managed end-to-end military supply chain operations using **ERP** systems to support **50+** personnel, ensuring accurate inventory tracking, efficient procurement, and strategic forecasting for multimillion-dollar equipment assets.

United States Army

Worldwide

Military Police Sergeant (31B)

Feb. 2010 - Dec. 2019

- Led military law enforcement and security operations across four U.S. bases and a nine-month deployment to Afghanistan, leveraging surveillance, investigation, and interagency coordination while training **10+** junior officers in evidence-based response protocols.

Arizona Army National Guard

Phoenix, AZ

AGR Marketing Sergeant

Apr. 2014 - Feb. 2016

- Designed multimedia recruitment assets and modernized the US Army's brand style guide to enhance appeal across diverse demographics and strengthen enlistment campaigns.