

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
Graphic Design
Illustration
Motion Design
Video Editing
Typography

TOOLS

Figma
Sketch
Photoshop
Illustrator
After Effect

SOFT SKILLS

Team Leadership
Project Management
Marketing Research

EXPERIENCE

UX Designer - OnQ Solutions
March 2023 – Current

- Designed in-store digital experiences, including kiosks and touchscreen displays, focusing on user-centric design and accessibility for major retailers such as Best Buy, Costco, Walmart, Target, and Lowe's
- Led the Sony Alpha large screen touchscreen, tablet, and mobile experience from concept to launch - handling everything from user research and ideation to high-fidelity prototypes and final deployment across 250+ Best Buy stores
- Partnered with Apple and Costco to enhance the Take-a-Ticket experience by contributing updates such as live product monitoring and international content support ensuring more dynamic and scalable solutions for global retail environments
- Built and iterated high-fidelity prototypes and user flows for mobile apps, dedicated landing pages, and retail experiences, aligning solutions with client goals

Visual Designer - StyleSeat
Nov 2021 – July 2022

- Re-designed email templates with data-driven responsive layouts, increasing click-through rates by 30% and boosting email-driven bookings by 18%
- Partnered with product teams to ensure consistency across web, mobile, and email interfaces, leading to a reduction in UI-related customer support tickets
- Created impactful design assets that strengthened StyleSeat's presence in the beauty industry, contributing to a 12% increase in social media engagement

Creative Marketing Manager - Shijin Vapor
Jan 2019 - March 2021

- Led a complete redesign of the e-commerce platform, resulting in a 20% year-over-year increase in sales and improving checkout conversion rates by 15%
- Directed brand strategy across digital and physical channels, ensuring cohesive messaging and increasing brand recognition
- Managed a multidisciplinary team of 5 team members, driving product and marketing design innovation

Graphic Designer - Shijin Vapor
Feb 2017 - Jan 2019

- Designed 100+ unique product labels, each tailored to distinct audiences, styles, and market segments, ensuring brand differentiation and appeal across multiple demographics