

Jay Sylvester

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Core Competencies

- ▶ Accomplished manager and mentor of UX designers and UI developers
- ▶ Insightful interaction designer with extensive e-commerce experience
- ▶ Proven web architect with focused expertise on front end development
- ▶ Holistic strategist who balances business, design, and technical concerns
- ▶ Intuitive team builder adept at identifying critical needs and ideal candidates
- ▶ Focused driver of web development process definition and implementation

User Experience
Interaction Design
Information Architecture
Responsive Design
Lean UX / Agile
Front End Development

Experience

For work samples and professional recommendations, please see [my LinkedIn profile](#) and [my web site](#).

Principal at TEH Innernets LLC - 2009 to Present

Under the moniker of TEH, I advise organizations on process improvement, interaction design, user experience design, and web development. I help companies create and streamline design and development workflows, perform heuristic evaluations of existing web sites, and design wireframes and prototypes for new products and enhancements.

Creative Director at Fityly - 2014

I led the redesign of the Fityly incubator product under a tight deadline, implementing a rapid mobile first design process that started with mobile wireframes and then went straight to coding and designing on the fly in the browser. I then produced design comps for phase two, improving the visual design and proposing feature enhancements.

User Experience Lead at Znode / Yellowbook - 2012 to 2013

While managing a blended UI team consisting of UX designers and front end developers, I promoted a user-centered design philosophy across the organization that established the needs of the customer as the primary consideration in all feature development. We produced wireframes, prototypes, and final production code for hibub web properties.

Manager of Front End Development at Abercrombie & Fitch - 2010 to 2012

I led a large team of UI engineers responsible for all e-commerce front end development. Building strong partnerships with stakeholders, UX architects, visual designers, and my IT colleagues, I broke down traditional silos and got us working collaboratively. My team overhauled the front end code base, drastically improving performance and maintainability.

Senior Front End Developer at Weblinc - 2009 to 2010

As a hands-on developer, I performed sophisticated front end development on large-scale e-commerce platforms utilizing standards compliant HTML, CSS, and JavaScript. Leading several development projects, I mentored junior front end developers and advised designers on appropriate user interface design elements based on their technical feasibility.

Lead Developer and SEO Manager at NetPlus Marketing - 2006 to 2008

Web Specialist at Ricoh - 2004 to 2006

Web Producer at Panasonic - 2000 to 2004

Education

I have a BA in English from Penn State. My web design and development education is self-styled and non-traditional.