

JAY SYLVESTER

PRODUCT STRATEGIST, DESIGNER, BUILDER, & LEADER

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Accomplished product designer, user experience practitioner, and software engineer. First design hire and head of product design at multiple SaaS startups, adept at guiding people and products from concept to launch / 0 to 1. Passionate about mentoring creative talent and leading cross-functional teams through the full product lifecycle—ideation, planning, execution, and launch. Strategic thinker, creative maker, and tactical doer. English major.

CORE COMPETENCIES

Leadership & Team Development: Leading, mentoring, and scaling high-performance teams in fast-paced environments

User-Centered Product Design: Driving product decisions via user research, usability testing, and competitive analysis

Full-Stack Development: Writing production-quality frontend and backend code in Node.js, HTML, JavaScript, and CSS

Cross-Functional Collaboration: Leading design, engineering, and product teams to deliver seamless user experiences

Data-Driven Decision Making: Leveraging metrics, customer feedback, and market research to guide product direction

Stakeholder Management: Managing and influencing stakeholders at all levels, from engineers to executive leadership

PROFESSIONAL EXPERIENCE

Owner & Principal

TEH Consulting – April 2009 to Present

- Provide strategic guidance on user experience design, product strategy, and software development.
- Assist growing startups in establishing effective project management, UX design, and engineering methodologies, helping them scale team processes to deliver high-quality products on time, on budget, and within scope.
- Create end-to-end software solutions, including wireframes, high-fidelity mockups, prototypes, and web sites.

Lead Product Designer

Rockerbox – April 2022 to December 2023

- As the company's first design hire, established and led the product design and user research functions.
- Directed the design and implementation of a new results-driven product strategy, turning complex marketing data into actionable insights through automated analysis, clear visualizations, and plain-language recommendations.
- Presented UX research and design accomplishments at quarterly company meetings, socializing UX best practices across departments while building design influence throughout the organization as a whole.

Principal UX Designer

Equinix – July 2021 to April 2022

- Led design in a cross-functional team through a reimagining of Equinix Metal's co-location admin interface.
- Drove the ideation and design of new features to streamline bare metal resource deployment and enhance operational efficiency for enterprise customers.

UX Manager

Linode – February 2019 to November 2020

- Led the UX and front-end dev teams through a redesign of the Cloud Manager, increasing user adoption, reducing customer support requests, and simplifying cloud resource management.
- Developed and implemented the company's first qualitative user research program, mentoring team members on research methodologies, writing user test scripts, and moderating usability studies.

UX Lead

Vidyo – October 2015 to January 2018

- Led the UX team responsible for research and design across an entire suite of video conferencing products, aligning the team's efforts with business goals.
- Mentored junior designers, helping them develop key skills in user research, information architecture, and interaction design, while managing senior designers in charge of their own projects.

Creative Director

Fitly – February 2014 to July 2014

- Managed design and front-end development in a mobile-first responsive redesign for a high-profile e-commerce startup, taking an incubator concept from near-zero to one under a tight deadline.
- Fostered a collaborative, iterative design process that accelerated development time and improved usability outcomes across all platforms.

UX Lead

Hibu – October 2012 to June 2013

- Led a cross-disciplinary team of UX designers and front-end developers through a responsive redesign of the company's core e-commerce platform, driving improvements in user experience across devices.
- Rearchitected and completely rebuilt the front-end code base for improved performance, consistency, and maintainability across multiple dev teams and work streams.

Manager of Front-End Development

Abercrombie & Fitch – April 2010 to May 2012

- Managed a large team of UI engineers through a complete redesign of Abercrombie's e-commerce sites and overhaul of the front-end code base, drastically improving user experience, performance, and maintainability.
- Built strong partnerships with stakeholders, UX designers, marketers, and my IT colleagues, breaking down traditional silos, establishing a culture of cross-collaboration, and advocating for the business value of user-centered design.

Please see [my LinkedIn profile](#) for additional work history and professional recommendations.

Skills: Accessibility, Agile, B2B, B2C, Web Development, Cloud Computing, Copywriting, CSS, Data Visualization, Design Systems, Developer Tools, Figma, Git, Heuristic Evaluation, Visual Design, HTML, Information Architecture, InVision, JavaScript, JIRA, Linux, Node.js, Personas, PostgreSQL, Prototypes, Qualitative Research, Quantitative Research, SaaS, Sketch, Slack, SQL, SSH, Terminal, UI, Usability Studies, User Experience, User Research, User Testing, Wireframes

EDUCATION

Bachelor of Arts, English - Pennsylvania State University