

# JAY SYLVESTER

PRODUCT • DESIGN • ENGINEERING • LEADERSHIP

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Accomplished design and engineering leader with over 8 years of experience building, managing, and scaling cross-functional teams in high-growth SaaS environments, and over 20 years of experience creating value within B2B and B2C organizations. Adept at defining product strategy, fostering innovation, and guiding teams through the full product lifecycle—ideation, planning, execution, and launch. Passionate about mentoring people, implementing scalable processes, and aligning design, engineering, and business goals to create market-leading products.

## 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

**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

**Mentorship & Coaching:** Developing high-performing teams through mentorship, feedback, and skill development

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

**Change Management:** Leading teams through transformation and adapting processes to scale with company growth

## PROFESSIONAL EXPERIENCE

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

### Owner & Principal

TEH Consulting – April 2009 to Present

- Founded a design and engineering consulting firm that provides 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.
- Worked closely with executive leadership to define a data- and customer-driven product vision, ensuring alignment between design, engineering, and product teams.
- 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.
- Worked with senior leadership to define product strategies and ensure user-centric solutions were incorporated into the product roadmap.
- Drove the ideation and design of new features to streamline bare metal resource deployment and enhance operational efficiency for enterprise customers.
- Acted as a key voice in product strategy meetings, influencing decisions that had a direct impact on business growth and product adoption.

## 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.
- Collaborated with cross-functional teams to ensure that design, engineering, and product strategies were aligned, transforming a reactive, task-based workflow into a proactive, data-informed roadmap.

## 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.

# EDUCATION

Bachelor of Arts, English - Pennsylvania State University

# SKILLS INVENTORY

Accessibility

Agile

Archetypes

B2B

B2C

Backend Development

Cloud Computing

Confluence

Contextual Inquiry

CSS

Customer Experience

Data Analysis

Data Visualization

Design Systems

Design Thinking

Developer Tools

Discovery

Figma

Frontend Development

Git

Heuristic Evaluation

High-Fidelity Mockups

HTML

Information Architecture

InVision

JavaScript

JIRA

Linux

Node.js

Notion

Personas

PostgreSQL

Product Design

Product Strategy

Prototypes

Qualitative Research

Quantitative Research

Requirements Gathering

SaaS

Shadowing

Sketch

Slack

SQL

SSH

Stakeholder Management

Team Management

Terminal

UI

Usability Studies

User Experience

User Research

User Testing

UX

Wireframes