Jack Duck

🎨 UX/UI DESIGNER

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Product-focused UX/UI designer shipping clean, conversion-friendly experiences with lean research and fast design-to-dev handoffs.

✔ *Turns fuzzy requirements into clear user flows, prototypes, and measurable outcomes.*

✔ *Builds consistent design systems with accessible components and usage guidelines.*

✔ *Partners with engineers on specs, states, and QA to keep pixels and performance aligned.*

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🛠 Skills

Product Design
- User flows & journey mapping
- Wireframing & rapid prototyping
- Design systems & UI kits
- Interaction design & microcopy
- A/B testing & experimentation
- Design-to-dev specifications

Research & Collaboration
- User interviews & synthesis
- Usability testing
- Heuristic reviews
- Stakeholder workshops
- Roadmapping & prioritization
- Agile rituals & design critiques

Tools
- Figma
- FigJam / Miro
- Adobe CC
- Notion & Confluence
- Storybook
- HTML/CSS familiarity

💼 Experience

Senior UX/UI Designer (Feather Labs) — 06.2023 - Present
- Redesigned onboarding for a B2B analytics suite, reducing time-to-first-value by 32% via clearer flows and progressive disclosure.
- Built and maintained a yellow-accented design system (tokens, components, usage docs) in Figma and Storybook alongside front-end partners.
- Ran monthly moderated usability tests; shipped iteration cycles that lifted conversion on the primary signup funnel by 11%.
- Aligned PMs and engineers with concise specs covering states, errors, empty views, and accessibility notes.

Product Designer (PondView Interactive) — 04.2021 - 05.2023
- Delivered responsive web and mobile UI for booking and payments, focusing on clarity, motion, and accessibility (WCAG AA).
- Partnered with engineering to standardize handoff templates, reducing design QA issues by 25%.
- Co-led roadmap workshops to prioritize high-impact UX improvements based on research insights and analytics.

UX Researcher & UI Designer (QuackOverflow Solutions) — 07.2019 - 03.2021
- Conducted discovery interviews and synthesised themes into user journeys and opportunity maps.
- Created wireframes and prototypes for internal tools, validating interactions through rapid user testing.
- Documented accessibility and content guidelines to keep cross-team outputs consistent.

🚀 Projects

Golden Path Design System
A compact, yellow-forward design system with tokens, responsive components, and usage guidance aligned to engineering constraints.

Technologies: Figma, Storybook, Design Tokens, Auto Layout
Link: github.com/jackduckdev/golden-path-design-system

Flowbench
A flow-mapping toolkit that turns user journeys into shareable, testable prototypes with annotated success metrics.

Technologies: Figma, FigJam, Notion, Mixpanel

AccessLint UI Kit
A UI component starter kit optimized for WCAG AA with prewritten accessibility notes and QA checklists.

Technologies: Figma, Storybook, ARIA Guidelines, React (paired implementation)
Link: github.com/jackduckdev/accesslint-ui-kit

🎓 Education

Human-Computer Interaction (Postgraduate Certificate) — 10.2018 - 09.2019
Mallard Institute of Technology (MIT)

Graphic Design & Visual Communication (Bachelor of Arts) — 10.2014 - 06.2018
University of Wetland Arts