



# 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.

## 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](https://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](https://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

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

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