

# JAY SYLVESTER

PRODUCT DESIGN • ENGINEERING • STRATEGY • LEADERSHIP

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## PRIMARY SKILLS

Team Management / Leadership

Product Design & Strategy

User Research & Testing

Interaction Design

Information Architecture

Responsive & Mobile Design

Front End Development

## CORE QUALITIES

Accomplished manager and mentor  
of UX designers and front end devs

Adept at identifying critical team  
needs and ideal candidates

Holistic balancer of product, design,  
and engineering concerns

Focused driver of UX process  
definition and implementation

Insightful interaction designer  
spanning mobile and desktop

Proven web architect with focused  
expertise in front end development

## EDUCATION

BA, English - Penn State

- Over 20 years of industry experience
- 8 years managing teams (up to 15 direct reports)
- Multiple principal designer/lead roles at SaaS startups

## WORK HISTORY

### Product Designer

Rockerbox – April 2022 to December 2023

I joined Rockerbox as their first designer and established a user-centered process, leading user interviews within the Product team, designing and testing prototypes in the company's first usability studies, and creating high-fidelity mockups.

### Principal UX Designer

Equinix – July 2021 to April 2022

I was the lead designer on the Equinix Metal team, where we built the interface customers use to manage bare metal co-located hosting services. I designed several major features to enable easier resource deployment and created design concepts for the first iteration of a complete UI redesign.

### UX Manager

Linode – February 2019 to November 2020

I led the UX team at Linode, an innovative cloud hosting provider, where our work centered around the Cloud Manager, a browser-based tool for administrating servers hosted on the Linode platform. I drove implementation of the company's first moderated usability studies and redesigned the Cloud Manager based on extensive industry and user research.

### UX Lead

Vidyo – October 2015 to January 2018

Vidyo welcomed me to their growing UX team to help transform the company into a customer-focused organization. I defined the process for user experience research and design and managed the UX designers responsible for the company's flagship video conferencing systems, including desktop, mobile, and conference room applications.

## WORK HISTORY CONT.

### Creative Director

Fitly – February 2014 to July 2014

I created the responsive redesign of a startup incubator e-commerce product under a tight deadline, implementing a rapid mobile first design process that started with mobile wireframes, followed by coding and designing tablet and desktop experiences on the fly in the browser. I followed up rapidly with design comps for phase two, further refining the visual design and enhancing usability.

### User Experience Lead

hibü / Yellowbook – October 2012 to June 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, establishing the needs of the customer as the primary consideration in all feature development. We produced wireframes, prototypes, and final production code for Yellowbook web properties.

### Manager of UI Development

Abercrombie & Fitch – April 2010 to May 2012

I led a large team of UI engineers responsible for all e-commerce front end development. After 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 site performance.

### Senior Front End Developer

Weblinc – May 2009 to April 2010

As a hands-on developer, I performed advanced 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

NetPlus Marketing – April 2006 to August 2008

I managed the small, but productive, team responsible for all client web development, while also producing IA/UX artifacts including sitemaps, taxonomies, flowcharts, wireframes, and HTML prototypes. As SEO Manager, I authored detailed web site SEO recommendations based on extensive reviews of site content and analytics.

### Web Specialist

Ricoh Corporation – October 2004 to May 2006

I redesigned the human resources intranet site, replacing an outdated and confusing layout with vastly improved information architecture and a contemporary look and feel. I also optimized all Ricoh subsidiaries' sites for search engine rankings, writing meta descriptions and page content and proposing information architecture changes.

### Web Producer

Panasonic – May 2000 to October 2004

I supervised our interactive agency, reviewing and approving all sites within core product lines including TV, Home Theater, and Home Appliances. Through careful planning with product management and advertising, I coordinated site updates with product rollouts, promotions, and events. I also designed and coded the Panasonic Premium sales incentive web site.