

# JAY SYLVESTER

PRODUCT • DESIGN • ENGINEERING • MANAGEMENT

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Experienced **design and engineering manager** and **first design hire** at multiple SaaS startups. Adept at taking products and features from **concept to launch / 0 to 1**. Team-builder and mentor with **8 years of management experience**.

## CORE SKILLS

Team Management / Mentorship  
User Experience / Product Design  
Discovery / Research / Competitive Analysis  
Product Strategy / Design Thinking  
Full-Stack Engineering

## PROFESSIONAL ATTRIBUTES

Thoughtfully balances Product, Design, and Engineering concerns  
Inspires, manages, and mentors designers and engineers  
Intuits elegant and insightful solutions to complex problems  
Thinks simultaneously at a systems- and product-level  
Defines and implements just enough process to get things done

## WORK HISTORY

### Product Designer

Rockerbox – April 2022 to December 2023

- As the company's first design hire, established a user-centered discovery and design process
- Led user research and usability testing, presenting findings to the entire organization during quarterly presentations
- Spearheaded a product strategy based on distilling complex marketing data into key insights and intelligent recommendations through the use of automated analysis, plain language, and clear visualizations

### Principal UX Designer

Equinix – July 2021 to April 2022

- Led design efforts for the Equinix Metal co-location admin interface
- Proposed and designed several major features to enable easier bare metal resource deployment and maintenance
- Created design concepts for the first iteration of a complete admin redesign and modernization effort

### UX Manager

Linode – February 2019 to November 2020

- Managed the UX team responsible for the Cloud Manager admin UI
- Implemented the company's first moderated usability studies and presented findings to leadership regularly
- Completely redesigned the Cloud Manager based on user research and competitive analysis, making it easier for customers to deploy and manage a single virtual machine or a fleet of hundreds

### UX Lead

Vidyo – October 2015 to January 2018

- Joined the company as an individual contributor and promoted to UX Lead in my first year
- Player-coach to the UX team responsible for research and design across an entire suite of video conferencing products
- Built a fully functional prototype of a completely redesigned desktop app using Electron

## WORK HISTORY CONTINUED

### Creative Director

Fitly – February 2014 to July 2014

- Led the responsive redesign of a startup incubator e-commerce product under an extremely tight deadline
- Implemented a rapid mobile-first design process consisting of mobile wireframes, front-end code, and on-the-fly design in the browser for tablet and desktop experiences
- Followed up quickly with design comps for the second phase, refining the visual design and enhancing usability

### UX Lead

Hibu – October 2012 to June 2013

- Managed a blended UI team consisting of UX designers and front-end developers
- Led the responsive design project for the core e-commerce product, making a desktop-only site mobile-friendly
- Rearchitected and completely rebuilt the front-end code base for improved performance and maintainability

### Manager of Front-End Development

Abercrombie & Fitch – April 2010 to May 2012

- Managed a large team of UI engineers responsible for all e-commerce front-end development
- Built strong partnerships with stakeholders, UX architects, visual designers, and my IT colleagues, breaking down traditional silos and getting all teams working collaboratively
- Overhauled the front-end code base, drastically improving site performance and maintainability

### Senior Front-End Developer

Weblinc – May 2009 to April 2010

### Lead Developer

NetPlus Marketing – April 2006 to August 2008

### Web Specialist

Ricoh Corporation – October 2004 to May 2006

### Web Producer

Panasonic – May 2000 to October 2004

## SKILLS INVENTORY

JIRA • Agile • Sketch • Figma • Frontend Development • Backend Development • HTML • JavaScript • CSS • Node.js  
PostgreSQL • SQL • Git • Linux • Terminal • Slack • Cloud Computing • Developer Tools • UX • Product Design  
User Research • Personas • Archetypes • Usability Studies • User Testing • Heuristic Evaluation • Accessibility  
Design Thinking • Requirements Gathering • Wireframes • Prototypes • High-Fidelity Mockups • Data Visualization

## EDUCATION

Bachelor of Arts, English - Pennsylvania State University