JAY SYLVESTER

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Accomplished **product & design leader**, **UX practitioner**, and **software engineer**. First design hire at multiple B2B SaaS startups, built upon a foundation of agency and corporate leadership. Adept at guiding people and products from concept to launch / 0 to 1. Passionate about mentoring creative talent and leading cross-functional teams through the full product lifecycle: ideation, planning, execution, and launch. Strategic thinker, collaborative leader, creative maker, and tactical doer.

Desired role: Director of UX, Head of Product Design, Design Manager, Principal Designer, Staff Product Designer

SKILLS OVERVIEW

Team Management & Development: Manages, mentors, and scales cross-functional product teams

User-Centered Product Design: Anchors product design decisions to user needs in alignment with business concerns

Data-Driven Decision Making: Drives product strategy via competitive analysis, user research, and usability testing

Stakeholder Management: Guides and influences stakeholders at all levels, from engineers to executive leadership

Full-Stack Engineering: Broad and deep understanding of the complete software stack, from backend to frontend

PROFESSIONAL EXPERIENCE

Co-founder & Chief Product Officer

Flisk – December 2023 to Present

- Co-founded a no-code AI startup that enabled non-technical users to manage data tracking without an engineer
- Led research and discovery through 200+ customer interviews to establish product-market fit
- Developed our data-driven product strategy and feature roadmap based on research results
- Led product design and created Figma prototypes used in 30+ moderated usability studies
- Wrote the primary agent prompt and performed all inline prompt engineering for specific UI actions and use cases
- Built the app frontend with Next.js and React, using Cursor to amplify output, debug errors, and accelerate delivery

Lead Product Designer

Rockerbox – April 2022 to December 2023

- Established and led the product design and user research functions as their first design hire
- Moderated 100+ customer interviews and user tests to fix usability problems and test new features
- Designed clear visualizations and wrote UI copy that turned complex marketing data into actionable insights
- Presented design accomplishments at quarterly meetings and socialized UX best practices across departments

Principal UX Designer

Equinix – July 2021 to April 2022

- Led a cross-functional team through a redesign of Equinix Metal's co-location admin interface
- Streamlined bare metal resource deployment for enterprise customers via ideation and design of new UI features

UX Manager

Linode – February 2019 to November 2020

- Led the UX and frontend dev teams through a ground-up redesign of the Linode 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, building prototypes, and moderating usability studies

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 user needs and business goals
- Managed senior designers in charge of their own teams/projects and mentored junior designers, helping them develop key skills in user research, information architecture, and interaction design

UX Lead

Hibu – October 2012 to June 2013

- Led a cross-disciplinary team of UX designers and frontend 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 frontend codebase for improved performance, consistency, and maintainability across multiple dev teams and work streams

Manager of Frontend 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 frontend codebase, 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

SKILLS INVENTORY

Team Management, Design Thinking, Product Management, Product Strategy, Discovery, Requirements Gathering, Data Analysis, Customer Experience, B2B, B2C, SaaS, User Research, User Experience, Product Design, Information Architecture, Accessibility, Heuristic Evaluation, Contextual Inquiry, Usability Studies, User Testing, Wireframes, Prototypes, High-Fidelity Mockups, Design Systems, Data Visualization, UX, UI, UI Copy, Microcopy, Copywriting, Prompt Engineering, Frontend Development, Backend Development, HTML, CSS, JavaScript, Node.js, PostgreSQL, SQL, Cloud Computing, Developer Tools, Git, Linux, SSH, Terminal, Figma, Sketch, Jira, Confluence, Agile, Slack, Notion, Cursor

EDUCATION

Bachelor of Arts, English - Pennsylvania State University