

JAY SYLVESTER

PRODUCT · DESIGN · ENGINEERING · MANAGEMENT

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I'm an experienced **design and engineering manager** and have been the **first design hire** at multiple SaaS startups, leading or influencing **every phase of the product lifecycle** and accumulating over **8 years of management experience**.

CORE SKILLS

Team Management & Mentorship
Discovery & User Research
Product Strategy & Design Thinking
User Experience & Product Design
Full-Stack Engineering

PROFESSIONAL ATTRIBUTES

Accomplished manager and mentor of UX designers and engineers
Insightful designer in search of elegant solutions to complex problems
Holistic balancer of Product, Design, and Engineering concerns
Focused driver of process definition and implementation
Systems-level thinker paired with obsessive attention to detail

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 Senior UX Designer and promoted to UX Lead within 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

hibü / Yellowbook – 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

Performed advanced front-end development on large-scale e-commerce platforms and led several development projects, mentoring junior front end developers and advising graphic designers on technical feasibility

Lead Developer

NetPlus Marketing – April 2006 to August 2008

Managed the engineering team responsible for all client web development, while also producing IA/UX artifacts including sitemaps, taxonomies, flowcharts, wireframes, and HTML prototypes

Web Specialist

Ricoh Corporation – October 2004 to May 2006

Redesigned the human resources intranet site and 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

Supervised our interactive agency and coordinated site updates with product rollouts, promotions, and events through careful planning with product management and marketing

EDUCATION

Bachelor of Arts, English - Pennsylvania State University