JAY SYLVESTER

PRODUCT · DESIGN · ENGINEERING · LEADERSHIP

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Accomplished design and engineering leader with over 8 years of experience building, scaling, and leading cross-functional teams in high-growth SaaS environments, and over 20 years of experience creating value within B2B and B2C organizations. Adept at defining product strategy, fostering innovation, and leading teams through the full product lifecycle—from ideation to execution. Passionate about mentoring people, implementing scalable processes, and aligning design, engineering, and business goals to create market-leading products.

CORE COMPETENCIES

Leadership & Team Development: Leading, mentoring, and scaling high-performance teams in fast-paced environments

User-Centered Product Design: Driving product decisions via user research, usability testing, and competitive analysis

Data-Driven Decision Making: Leveraging metrics, customer feedback, and market research to guide product direction

Stakeholder Management: Managing and influencing stakeholders at all levels, from engineers to executive leadership

Mentorship & Coaching: Developing high-performing teams through mentorship, feedback, and skill development

Cross-Functional Collaboration: Leading design, engineering, and product teams to deliver seamless user experiences

Change Management: Leading teams through transformation and adapting processes to scale with company growth.

WORK HISTORY

Please see my LinkedIn profile for a complete work history and professional recommendations.

Owner / Principal

TEH Consulting – April 2009 to Present

· Founded a design and engineering consulting firm that provides strategic guidance on user experience design, product strategy, and software development.
· Assist growing startups in establishing effective project management, UX design, and engineering methodologies, helping them scale team processes to deliver high-quality products on time, on budget, and within scope.
· Create end-to-end software solutions, including wireframes, high-fidelity mockups, prototypes, and web sites

Lead Product Designer

Rockerbox – April 2022 to December 2023

· As the company's first design hire, led and scaled the product design and user research functions.
· Worked closely with executive leadership to define a data-driven product vision, ensuring alignment between design, engineering, and product teams.
· Directed the design and implementation of a new results-driven product strategy, turning complex marketing data into actionable insights through automated analysis, clear visualizations, and plain-language recommendations.
· Presented UX research and design accomplishments at quarterly company meetings, socializing UX best practices across departments while building design influence throughout the organization as a whole.

Principal UX Designer

Equinix – July 2021 to April 2022

- Led a cross-functional team in the design and modernization of Equinix Metal's co-location admin interface.
- Worked with senior leadership to define product strategies and ensure user-centric solutions were incorporated into the product roadmap.
- Drove the ideation and design of new features to streamline bare metal resource deployment and enhance operational efficiency for enterprise customers.
- Acted as a key voice in product strategy meetings, influencing decisions that had a direct impact on business growth and product adoption.

UX Manager

Linode – February 2019 to November 2020

- Led the UX and front-end dev teams through a redesign of the Cloud Manager, increasing user adoption, reducing customer support requests, and simplifying cloud resource management.
- Developed and implemented the company's first usability studies program, mentoring team members on research methodologies and user-centered design best practices.
- Collaborated with cross-functional teams to ensure that design, engineering, and product strategies were aligned, transforming a reactive, task-based workflow into a proactive, data-informed roadmap.

UX Lead

Vidyo – October 2015 to January 2018

- Led a UX team responsible for research and design across an entire suite of video conferencing products, aligning the team's efforts with business goals.
- Mentored junior designers, helping them develop key skills in user research, information architecture, and interaction design.

Creative Director

Fitly – February 2014 to July 2014

- Directed and scaled the design team to execute a mobile-first responsive redesign for a high-profile startup incubator's e-commerce product under tight deadlines.
- Fostered a collaborative, iterative design process that accelerated development time and improved usability outcomes across all platforms.

UX Lead

Hibu – October 2012 to June 2013

- Led a cross-disciplinary team of UX designers and front-end developers through a responsive redesign of the company's core e-commerce platform, driving improvements in site performance and user experience across devices.
- Managed a cross-disciplinary team of designers and developers, aligning their efforts to meet project goals while ensuring scalability.

Manager of Front-End 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 front-end code base, drastically improving user experience, performance, and maintainability.
- Built strong partnerships with stakeholders, UX designers, marketers, and my IT colleagues, breaking down traditional silos and establishing a culture of cross-collaboration.

SKILLS INVENTORY

Team Management	Quantitative Research	HTML
Stakeholder Management	Data Analysis	CSS
Design Thinking	Discovery	JavaScript
User Research	Requirements Gathering	Backend Development
User Experience	Wireframes	Node.js
Customer Experience	Prototypes	PostgreSQL
Information Architecture	High-Fidelity Mockups	SQL
Product Design	Data Visualization	Developer Tools
Product Strategy	Design Systems	Git
Accessibility	UX	Linux
Personas	UI	SSH
Archetypes	B2B	Terminal
Heuristic Evaluation	B2C	Cloud Computing
Contextual Inquiry	SaaS	JIRA
Shadowing	Figma	Confluence
Usability Studies	Sketch	Agile
User Testing	InVision	Slack
Qualitative Research	Frontend Development	Notion

EDUCATION

Bachelor of Arts, English - Pennsylvania State University