

# Jeremy Cimafonte

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## Profile

Passionate about product design. Extensive knowledge of design systems and design tools. Career designing solutions, leading teams, and completing projects with startups and big brands. Has four apps published on popular app stores that have been widely used by thousands of users.

**Skills:** Product Design, Design Systems, Wire-framing, Prototyping, Figma, Sketch, HTML, CSS, Javascript, D3, React, Shopify.

## Experience

### **FOUNDER, AGENCY OF INC; NEW YORK, NEW YORK — 2018–PRESENT**

Consultancy, working with startups and big brands to iterate and ship products fast. Projects include custom Shopify design & development, web design & development, and brand creative direction & execution.

### **LEAD DESIGNER, H.AI; SAN FRANCISCO, CA — 2017–2018**

Led design of AI platform for consumer recommendations. User research, product strategy & design. Product roadmap development & implementation.

### **FREELANCE, SELF-EMPLOYED; NEW YORK, NEW YORK — 2016–2017**

Multiple freelance projects. Shopify design & development, branding for advertising agencies, and storytelling for big brands. (Clients: Smartwater, Fiverr)

### **KPCB DESIGN FELLOW, JAWBONE; SAN FRANCISCO, CA — 2014**

Growth pod of the design team. Used design to ship solutions and explore new areas of growth. Redesigned Jawbone UP App Store, with the goal of increasing partner integration. Concepts, prototypes, and execution for UP smartwatch app, Up Duels, American Express integration, and other features.

### **HACKNY FELLOW, TRENDALYTICS; NEW YORK, NY — 2013**

UX focus. Designed & developed front-end interface for fashion monitoring & analytics. Initial user research, user feedback, mockups, user testing. Implemented using AngularJS, D3, HighCharts.

### **MARKETING WEB DEVELOPER, COMPLEX MEDIA; NEW YORK, NY — 2013**

Design concepts and development of responsive web apps for McDonald's & Miller Lite. Designed and developed ad units (including micro-sites) for brands like Nike, Axe, Sony Pictures, and FX Networks. Developed front-end ad generator for automated marketing campaigns and optimized modular ad targeting & serving script.

## Education

Tufts University, Medford, Massachusetts — Bachelor of Fine Arts, 2016