

Jake Cochran | UX Design/Research

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UX Designer with a strong foundation in UX research, visual design, and frontend implementation. Proven ability to align user research with business goals, ship high-impact features, and partner with product, engineering, and marketing to drive measurable product outcomes. Strong understanding of product strategy, user engagement, and iterative design in fast-paced environments.

EXPERIENCE

UX Developer Intern

79Consulting | May 2024 - August 2024

- Created and modified interactive prototypes to support evolving software development for PortalsPro, an enterprise project management tool.
- Improved task flow clarity by 30% through iterative usability evaluation, wireframing, and role-based user journey mapping.
- Applied UX research methods including competitor analysis, persona development, and usability testing to inform design decisions.
- Built reusable components in JavaScript, HTML, and CSS and implemented four new features aligned with user scenarios.
- Produced a design system and developer style guide for SkyDoc, supporting scalable implementation.
- Designed and coded six new and revised pages based on real user profiles and access levels.

Founder | Lead Developer & Designer - designedby-jake.com

Designed By Jake | May 2025 - Present

- Designed and delivered 4+ healthcare and therapy websites from research through deployment, emphasizing accessibility-first and responsive layouts.
- Conducted user research, wireframing, and prototyping to accelerate client approvals and improve usability.
- Built modular design systems in Figma and Webflow, enabling scalable content management.
- Reduced bounce rates and increased mobile usability through human error control, clear interaction patterns, and task-oriented design.

EDUCATION

University of Wisconsin-Madison

B.S. Consumer Behavior & Marketplace Studies

Minors: Computer Science & Entrepreneurship

FEATURED UX CASES

GrammarlyGO Retention Case Study

- Led a multi-method UX research project to address a 60% user drop-off rate after first use, targeting a 25% retention improvement
- Applied information architecture, survey design, usability testing, intercept surveys, analytics (Amplitude), and 10+ user interviews.
- Identified core usability issues: expectation mismatch, poor discoverability, confusing tone controls, and robotic output
- Delivered four high-impact design solutions, including contextual AI activation, a live preview panel, and "start with AI" templates
- Recommendations projected to increase AI prompt usage by 40% and reduce user confusion by 60%

Spotify Interface Redesign

- Redesigned Spotify's mobile and desktop home interfaces to improve navigation, discovery, and personalization.
- Conducted 12 user interviews and synthesized findings into key usability issues: poor visual hierarchy, irrelevant content surfacing.
- Reorganized information architecture to prioritize top artists, friend activity, and personalized content
- Prototyped and tested new flows with 4 users, resulting in 100% increase in satisfaction and faster access to high-use features
- Introduced one-tap search, live lyrics overlay, and contextual play bar, saving user's seconds on every use

SKILLS

Design and Research

Wireframing, Prototyping, Personas, Storyboarding, Information Architecture, UX Writing, Usability Testing, User Research, Journey Mapping, A/B Testing, Accessibility (WCAG), Interaction Design

Tools

Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro), Webflow, Git, Jira, InVision, VS Code

Programming

JavaScript, TypeScript, HTML5, CSS3, Java | React, Node.js, Next.js, Redux, Tailwind, Bootstrap

Other:

REST APIs, Agile/Scrum, SEO Best Practices, AI Pair Programming (ChatGPT, Claude, Gemini)