Jeff Orshalick

Product Designer with a knack for interaction design, a focus on simple solutions, and success creating products that deliver on business and customer needs

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Work Experience

UX Designer & Manager | Reputation
Oct 2023 – Oct 2024

- Led a group of designers, focusing on team & individual development, mentorship, organizational positioning, intra and inter-team processes, and short & long-term design & product strategy
- Created, implemented, and evangelized a multi-year product design plan that started with quick wins and concluded with a full navigation update along with the design and development of a unified design system
- Collaborated with PMs, engineers, customer-facing roles, and organizational leadership to deliver design needs through product discovery, customer research, wireframing, prototyping, product and information architecture, & UI design

Sr. Product Designer | Secureframe
Sep 2022 – Sep 2023

- Spearheaded work on our new design system, Castle, to better unify our customer's in-product experience and facilitate faster development by providing a shared library of patterns and styles
- Led discovery, requirements definition, and design for a new trust center product that was composed of a website builder and a back-office management piece that resulted in an increase in sales wins as well as increased customer satisfaction

Sr. Product Designer | Sift
Jan 2021 – Sep 2022

- Designed, prototyped, and worked with engineers to release a new and interactive network visualizer that empowered our customers to find, identify, and address fraudulent individuals and groups within their customer network
- Made updates to our workflow tool that extended its capabilities to handle more complex and/or logic and also perform actions based on integration data from our various data and product partners

Co-Founder & Designer | Happy Monday
Jul 2018 – Sep 2020

- Designed the flagship product, an applicant tracking system (ATS) that leveraged a culture quiz to match applicants and employers on more than just the resume
- Iterated on and tested different growth funnel strategies in an effort to learn about our current and potential customer-base as well as capture paying businesses

UX Designer & Manager | RetailMeNot (Giftcard Zen)
Apr 2015 – Jun 2018

- Contributed design work for the e-commerce platform's customer-facing site and back-office management while also developing the new point-of-sale gift card mobile app that resulted in the acquisition by RetailMeNot
- Grew out the Phoenix design team by hiring two additional designers and managed the developing relationship between the Phoenix and Austin design groups by advocating for and implementing better communication

Interaction Designer | Workiva
Jan 2013 – Apr 2015

- Led mobile design across Android and iOS, launching our first native apps that leverages canvas views as well as on and off-line data synching that led to a patent
- Redesigned and modernized our binders product to be more flexible in handling all of our customer's needs around putting together and distributing consolidated documents from various sources, with different file types

Education

BSE, Industrial Engineering | Arizona State University
With a focus in statistics, system modeling, and information visualization

Coursework, Architectural Engineering & Engineering Physics | University Nebraska at Omaha

Design Tool Experience: Figma, Sketch, Illustrator, Photoshop, Principle, Framer, Squarespace, Webflow, Concepts