Jeff Orshalick

Design & Product Leader

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Phoenix, AZ

Strategic and business-minded product leader with 12+ years of experience working with teams to build products that customers love

Work Experience

UX Design Manager | Reputation

OCT 2023 - Present

- Lead a small yet mighty team of designers through strategic support, regular feedback sessions, mentorship, and structure
- Implemented a new handoff process for designer/PM projects, resulting in better communication and tracking for peers and leadership
- Designed a new career matrix for design team that clarified both the levels of current designers and better supported hiring in the India office
- Created, implemented, and evangelized a multi-year product design plan, starting with quick wins and concluding with a full navigation update along with the design and development of a unified design system
- Delivered on UI and UX design requests from teams, engaging with PMs, Engineers, and other coworkers across the org and customers as well for different types of research

Sr. Product Designer | Secureframe

SEP 2022 - JUL 2023

- Delivered low and hi-fidelity prototypes based on generative and evaluative customer research for both product improvements and zero-to-one projects
- Created and developed of the new design system, Castle, with the team of designers

Sr. Product Designer | Sift

JAN 2021 - SEP 2022

- Redesigned the visualizations and interactions around the network data explorer to better guide customers

Co-Founder & Designer | Happy Monday

JUN 2018 - MAR 2022

- Conceived the zero-to-one branding and product UI & UX that contributed to the organizational growth and product strategy

UX Design Manager & PM | RetailMeNot

APR 2015 - MAY 2018

Interaction Designer | Workiva

JAN 2013 - APR 2015

Education

Describing the ROI of Design

Workshop | Accelerate Design, Ryan Scott

User Story Mapping

Workshop | Patton Associates, Jeff Patton

The Product Operating Model

Workshop | SVPG, Marty Cagan

Industrial Engineering

BSE | Arizona State University

Architectural Engineering & Engineering Physics

Coursework | University of Nebraska

Skills

Leadership: Mentorship, Coaching, Negotiation, Stakeholder communication, Conflict resolution, Strategic planning, Change management, Decision making, Team building, Strategic thinking, Continuous feedback, Vision & goal setting, Cross-functional team leadership

Design: UI Design, UX Design, Visual Design Design Systems, Wireframing, Logo design, Copywriting, Responsive design, Native mobile design, Illustration, Information Architecture, Branding Strategy, Design thinking

Research & Discovery: User research, User testing, Interviews, Guerrilla testing, Field studies, A/B testing, Survey & questionnaire creation, Competitive analysis, Task analysis, Persona and goal development, Journey mapping, Story mapping, Scripted user testing, Requirements development, Analytics analysis, Competitive analysis

Tooling: Figma, Sketch, Illustrator, Photoshop, Principle, Framer, Axure, Concepts (iPad), Pen & paper