

# Jeff Orshalick

## Design, Product, Leadership

*Strategic & business-minded designer & leader with 12+ years of experience working with teams to build products that customers love*

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## Work Experience

### UX Designer & Manager | Reputation

Oct 2023 – Present

- Lead 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 concluding with a full navigation update along with the design and development of a unified design system
- Collaborated with PMs, engineers, customer-facing roles, and leadership to deliver design needs through product discovery, customer research, wireframing, prototyping, product and information architecture, & UI design

Tools: Figma, Concepts

### Sr. Product Designer | Secureframe

Sep 2022 – Jul 2023

- Spearheaded work on a new design system to better unify our customer's in-product experience (named it Castle to convey security and uniformity)
- Lead discovery, requirements definition, and design for a new trust center product that was composed of a WYSIWYG site designer and a back-office management piece that resulted in an increase in sales wins

Tools: Figma

### Sr. Product Designer | Sift

Jan 2021 – Sep 2022

- Designed, prototyped, and released a new way to visualize connections within a network, leveraging an interactive sankey-style diagram that empowered our customers to find and address both individuals and groups within their customer network that were engaging in fraudulent behavior
- Made updates to our workflow tool that extended its capabilities to handle more complex logic and also perform actions based on integration data

Tools: Sketch + Abstract

### Designer Co-Founder | Happy Monday

Sep 2018 – Sep 2020

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

Tools: Adobe XD, Illustrator

### UX Designer & Manager | RetailMeNot

Apr 2015 – May 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

Tools: Illustrator, Principle

### Interaction Designer | Workiva

Jan 2013 – Apr 2015

- Lead mobile design across Android and iOS, transitioning away from a Cordova one-size-fits all web app to a true app experience that leveraged native touch and off-line technologies and felt familiar to the mobile platform
- Redesigned the binders product to be more extensible and contain many more file types with more levels of organization while modernizing the UI

Tools: Illustrator, Sketch, Axure, Principle, Framer, Balsamiq, Photoshop

## Education

### University

BSE

#### Industrial Engineering

Arizona State University | 2010 – 2012

With a focus in statistics, system modeling, and information visualization

Coursework in

#### Architectural Engineering & Engineering Physics

University of Nebraska | 2008 – 2010

Covering boilerplate engineering courses with some arch. courses

## Continued education

### Describing the ROI of Design

Workshop | Ryan Scott | 2024

Strategies to articulate and demonstrate the value of design work in a way that non-design stakeholders understand, appreciate, and reward

### User Story Mapping

Workshop | Jeff Patton | 2013

How to get in the mind of the customer and easily identify what is needed for them to complete their journeys through a product while defining releases & requirements

### Create Products Customers Love

Workshop | Marty Cagan | 2013

How to discover and deliver products that customers will love that also support the business's needs