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 Design Manager | Reputation
Oct 2023 - Present

- 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
- Implemented a new handoff process for designer/PM projects, resulting in better communication and tracking across teams and leadership
- Designed a new career matrix for the design team that clarified both the levels of current designers and better supported team growth and hiring
- 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

- Supported hiring and growing the team by creating and solidifying team structure, responsibilities, and processes
- Spearheaded work on a new design system to better unify our customer's in-product experience (named it Castle to convey security and uniformity)
- Led 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
- Designed a zero-to-one Chrome extension that empowered our customers to easily access their Secureframe hosted knowledge base anywhere on the web, specifically while filling out forms with security questions

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
- Created designs for our integration marketplace around integrations and their unique settings pages
- Made updates to our workflow tool that extended its capabilities to handle more complex logic and also perform actions based on integration data
- Revitalized out API interface to provide a better experience as well as give developers more advanced features when it came to managing their keys

Tools: Sketch + Abstract

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

Work Experience cont.

Head of UX Design (Co-founder) | Happy Monday   Sep 2018 - Sep 2020

- Started a company in a garage with two other past-coworkers while securing funding to grow to a ten-person operation out of an office space
- Generated the company name, logo, branding, and voice to be used on our site and marketing material
- Designed the flagship product, the applicant tracking system 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 Design Manager | RetailMeNot   Apr 2015 - May 2018

- Contributed to the 10 to 20 person Giftcard Zen team as UX designer, brander designer, video producer, and product strategist, supporting 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

- Led 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 and contributing to the update of the design system
- Developed and ran generative and evaluative customer interviews with low and high-fidelity prototypes, resulting in better understanding of the user base across mobile and desktop

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

Industrial Engineer | American Express   May 2012 - Dec 2012

- Created process maps and made process improvements through analysis of big data within the identity and access management team

Industrial Engineer | L3 Warrior Systems   Sep 2012 - Nov 2012

- Analyzed, modeled, and improved the night vision electron tube ops assembly process by reducing the defect rate up to 50%

Technical Analyst | American Express   May 2011 - Aug 2011

- Designed web UI's, performed data analysis, documented process flows, and made process improvements to support a development tool UI redesign

More about me

My work story

Discovering UX Design

I'm so glad I found out about UX design at a university career fair. Once I did, I knew that was what I wanted to pursue a career in.

Learning and Designing

I'm fortunate to have had the breadth of experience that I have; from building enterprise and consumer software with teams large and small to building companies, I always dive in and learn as much as I can about the domain, the customer, and how to better myself as a collaborator and designer.

My experience gives me a great foundation to continue to develop and hone my skills as a designer to create amazing experiences for people.

Outside of work

Does this guy do anything else besides work?

I sure do! I have a bunch of rotating interests outside of work that keep me busy including but not limited to:

- Construction trades from framing to electrical to plumbing and more (I re-built our house)
- Designing, building, and using keyboards of all kinds of funky arrangements and orientations (30%'s are my daily drivers)
- Everything about horology from building to collecting to learning about the history of watches (mid-century dive watches are my jam)
- Music, whether it's listening to or playing (saxophone, guitar, and piano are just some of the instruments I play)

But most importantly, I have an amazing family who I love and get to spend most of my time with.