

# Jeff Orshalick | Designer Founder

## Experience

### Sr. Product Designer | Secureframe

SEP 2022 – JUL 2023

As an end-to-end designer, I ran user and usability research sessions, contributed to product strategy and vision, and designed UI and workflows for our automated security and compliance platform. We recently released a website builder to support our customers in their want to display their compliance stance in a public way, drawing directly from their progress inside their Secureframe instance. I also designed our Chrome extension that supported sales reps and individuals filling out security questionnaires. Besides more feature-specific projects, I reimagined our nav structure to better support our updated sales packaging and our growing feature and product offerings.

### Sr. Product Designer | Sift

JAN 2021 – SEP 2022

I supported multiple product teams through generative and evaluative research, UX design, and design handoff for our fraud detection and prevention platform. I also worked with both product and marketing design to develop our new UI design system. One design I'm particularly proud of is the network visualizer: I reimagined how a sankey diagram displayed data and could be interacted with to give our customers a novel way to visualize their customer networks and gain insights that could help them stop fraudulent activity.

### Co-Founder & Designer | Happy Monday

OCT 2018 – MAR 2020

Two former co-workers and I started Happy Monday with a vision of making the job search better for everyone involved. After testing our market fit through discussions with SMB's and industry leaders, we created a job applicant tracking system (ATS) and a proprietary Culture Quiz where by applicants and company were evaluated for compatibility using their inherent motivations and priorities at work. I developed our branding strategy, gathered user research through interviews and questionnaires, designed and supported the implementation of the ATS and Culture Quiz, and helped grow the company to 10 employees.

### UX Designer, PM, & Manager | RetailMeNot

APR 2015 – MAY 2018

Looking to be on a smaller and more agile team, I joined the 15 person Giftcard Zen team as the first designer. I developed branding for new and existing products, conducted research and usability testing, launched a mobile app focused on saving shoppers money at in-store checkout, and supported our gift card e-commerce's customer facing and admin pages. The success of our products resulted in an acquisition by RetailMeNot (RMN). At RMN, I continued to support the product teams as an individual contributing designer but also as a product manager. I also served as a people manager and grew out the Phoenix design team where I learned to lead with empathy and developed my servant leadership and management style.

### Interaction Designer | Workiva

JAN 2013 – APR 2015

In my first post college designer role, I learned the ins and outs of working with a software product development team and collaborating with other designers. I was extremely fortunate to have learned how to implement user story mapping from Jeff Patton (the father of story-mapping) and how to explore and develop strategies around research, prototyping and UI design, usability testing, and design handoff.

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## Skills

### Research & Discovery

Field studies, Interviews, A/B testing, Survey & questionnaire creation, Competitive analysis, Persona building, Task analysis, Journey mapping, Story mapping, Scripted user testing, Requirements development, Guerrilla testing, Analytics analysis

### Design

Wireframing, Copywriting, Responsive design, Native mobile design, Usability analysis, Illustration, Graphic/Visual Design, Information Architecture, Branding Strategy, Logo design

### Prototyping & Mockups

Rapid paper prototyping, Figma, Sketch, Illustrator, Photoshop, Principle, Framer, Axure, Balsamiq

## Education

### BSE Industrial Engineering

Arizona State University

2010 – 2012, Tempe

For my senior capstone project, I analyzed, modeled, and improved the client's night vision electron tube assembly process by reducing waste in a production subprocess by 50%. I also served as Secretary, then President, of the Institute of Industrial Engineers, ASU chapter.

### Coursework in

### Architectural Engineering & Engineering Physics

University of Nebraska

2008 – 2010, Omaha

I took most of my foundational mathematic and physics coursework here. I was an active member of the American Society of Civil Engineers and served on the Fulton School of Engineering Student Council before switching schools and majors.