



jeffrey baldwin
product designer

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competencies

- UX Process
- Interface Design
- Rapid Prototyping
- IA & Strategy
- Design Research
- Usability Testing
- Visual Design
- Design Systems
- Interactive Prototyping
- Front-End Development

tools

- Sketch / Figma
- Flinto / Principle
- Axure / Invision
- Adobe Creative Suite
- HTML / CSS
- JavaScript

experience

Scrawlr – Intermediate Product Designer Sep 2020 – Present

- Designing an exciting new way to interact with content and other users on the internet.

SHIFT – Product Designer Contract // Aug – Sep 2019

- Worked closely with customer support to understand pain points.
- Redesigned the Habit flow to develop consistency between three entry points, highlight suggestions, and improve user experience.

SAP – UX Designer Internship // Jan – Aug 2018

- Led over 15 backlogs for SAP Jam, a cloud collaboration solution for enterprises with over 50 million international users.
- Owned and expanded a design system and associated Sketch libraries while advocating for consistency across the product.
- Initiated design audits of multiple product areas and pitched solutions to product management.
- Conducted usability tests of both the existing product and design proposals using interactive prototypes.
- Collaborated with product managers and developers to understand backlog requirements and ensure proper implementation of designs.

Junior – UX Apprentice Internship // Aug – Dec 2015

- Worked with clients from Kodak Alaris to redesign the Moments app from the ground up to increase engagement with the brand.
- Ideated innovative solutions and created working prototypes during multiple fast-paced, week-long design sprints.
- Conducted in-depth user research and analyzed qualitative findings to produce actionable insights that informed the direction of the concept.
- Designed high-fidelity mockups, created interactive prototypes, and conducted usability testing to uncover issues before implementation.

education

Simon Fraser University Sep 2012 – Apr 2019

- Bachelor of Arts in Interactive Arts & Technology with a concentration in interaction design.