



**jeffrey baldwin**  
**product designer**

**contact**

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- in/meetjeff

**competencies**

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

**tools**

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

**experience**

**Scrawlr – Intermediate Product Designer** Sep 2020 – Present

- Working closely with leadership to define project scopes and ensure design solutions effectively meet requirements.
- Creating product flows, information architecture, and high-fidelity designs for innovative product features.
- Designing and running usability tests with interactive prototypes.
- Creating detailed documentation to ensure designs and functionality are effectively communicated to the development team.
- Conducting QA to ensure the product appears and functions as intended.

**Valence (Formerly Shift) – Product Designer** Contract // Aug – Sep 2019

- 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.