



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

**contact**

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- in/meetjeff

**competencies**

- Design thinking
- Interaction design
- Interface design
- Interactive prototyping
- Design systems
- Product strategy
- Design research
- Usability testing
- Visual design
- Front-end development

**tools**

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

**experience**

**Scrawlr – Intermediate Product Designer**

09/2020 – Present

- Building multiple B2C products from the ground up: Scrawlr, an exciting new way to interact with content and other users on the internet; Jauntr & Lodgr, Scrawlr subsidiaries in the air travel and lodging booking spaces.
- Leading the design of product features from scope definition through to implementation, ensuring design solutions effectively meet requirements.
- Creating user flows, information architecture diagrams, high-fidelity designs, and interactive prototypes for innovative product features.
- Collaborating with developers (front-end & back-end) to understand the technical landscape and implement optimal solutions given limitations.
- Designing and running usability studies to validate design decisions.
- Ensuring designs are fully responsive and meet accessibility standards.
- Conducting QA to ensure the product appears and functions as intended.
- Managing and evolving our design system and design assets in Figma.

**Valence (Formerly Shift) – Product Designer**

Contract | 08–09/2019

- Redesigned the Habits flow to develop consistency between three entry points, highlight suggestions, and improve overall user experience.

**SAP – UX Designer**

Internship | 01–08/2018

- Led the design of numerous product improvements for SAP Jam, a cloud collaboration software for enterprises with over 50 million users.
- Owned and expanded a design system while advocating for improved consistency across the product.
- Initiated design audits of multiple product areas and pitched potential improvements to product management.
- Collaborated with product managers and developers to understand backlog requirements and ensure proper implementation of designs.

**Junior – UX Apprentice**

Internship | 08–12/2015

- Worked with clients from Kodak Alaris to redesign the Moments app from the ground up to increase engagement with the brand.
- Conducted in-depth user research and analyzed qualitative findings to produce actionable insights that informed the direction of the concept.

**education**

**Simon Fraser University**

09/2012 – 04/2019

- Bachelor of Arts in Interactive Arts & Technology with a concentration in Interaction Design.