

JEREMY MARSHALL

SENIOR PRODUCT DESIGNER

CONTACT

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EDUCATION

EXPERIMENTAL &
ENGINEERING PSYCHOLOGY
Master of Science
RIT, 2020

UX DESIGN CIRCUIT
General Assembly, 2017

AERONAUTICAL ENGINEERING
Mathematics Minor
Bachelor of Science
Clarkson University, 2013

SKILLS

- Upskilling Designers
- Product Ownership
- Agile Development
- Adobe Creative Suite
- Cinema 4D
- User Research
- XD, Figma, Invision
- HTML, CSS, JavaScript
- Motion Design/Animation

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER

Statespace | Jun 2021 – Dec 2022

An Esports startup that uses cognitive science and AI to revolutionize the way humans improve in gaming and in daily life.

- Led UX as the founding designer for Statespace's Digital Health team.
- Upskilled and provided leadership to 3 talented product designers.
- Launched 4 products and 5 features across PC and mobile platforms.
- Partnered with Science, Engineering, Product, & QA teams to launch products.
- Interviewed, selected, and partnered with UX vendors to conduct user research with over 100 participants.

LEAD DESIGNER (UX/UI)

FleetWit, Inc. | May 2019 – May 2020

A Mobile Gaming startup that developed mobile consumer-facing trivia apps.

FleetWit, Inc. closed its business in May 2020 during COVID-19.

- Created and managed the design systems for three mobile apps.
- Increased user engagement by 15% by redesigning the FleetWit app.
- Completed end-to-end product design for three consumer-facing mobile apps.
- Conducted heuristic evaluations and usability tests of mobile apps.

UX/UI DESIGNER

Prizeout, Inc. | May 2019 – Feb 2020

An AdTech startup and FleetWit partner with a web app that allows users of mobile gambling apps to exchange their winnings for gift cards.

- Designed the Prizeout logo and brand identity.
- Completed end-to-end product design for the Prizeout app.
- Created and managed the Prizeout design system.
- Designed A/B tests to identify high-performing iterations.
- Conducted market research and competitive analyses to identify market gaps.

UX/UI DESIGNER

Business.com | April 2017 – April 2019

An Online Media startup that helps small business owners grow their businesses through articles, lead generation, and an online community.

- Increased user engagement by 30% by redesigning pages on Business.com.
- Redesigned four lead generation landing pages to improve conversions.
- Conducted A/B tests of page designs and iterated based on page performance.
- Designed usability tests and trained staff to moderate sessions.
- Evaluated and redesigned templates used on thousands of Business.com articles.

For complete work history, visit [Linkedin.com/in/jwm](https://www.linkedin.com/in/jwm)