

JEREMY MARSHALL

LEAD 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

LEAD PRODUCT DESIGNER

Softrams | Apr 2023 – Dec 2023

A B2B healthcare technology startup that designs human-centered software for government agencies. *Employment ended due to a company-wide reduction in force.*

- Mentored and upskilled Senior Designers via weekly design reviews.
- Led design for new web and mobile B2B and B2C products.
- Collaborated with cross-functional teams to launch products.
- Held design workshops to educate non-designers on the iterative design process.
- Presented design concepts and solutions to stakeholders to gather feedback.
- Maintained Figma design libraries to ensure consistency across projects.

SENIOR PRODUCT DESIGNER

Statespace | Jun 2021 – Dec 2022

A B2C esports technology startup with an aim-training software for desktop gamers. *Employment ended due to a company-wide reduction in force.*

- [Generated \\$24M in sales](#) by designing features to promote an esports product.
- Led UX as the founding designer for Statespace's Digital Health team.
- Upskilled and provided leadership to 3 talented product designers.
- Launched 4 B2C products and 5 large features across PC and mobile platforms.
- Collaborated with Science, Engineering, & Product teams to launch B2C products.
- Managed stakeholder expectations by providing regular project updates and proactively addressing concerns or questions.
- Conducted user research with over 100 participants.

LEAD DESIGNER (UX/UI)

FleetWit, Inc. | May 2019 – May 2020

A B2C mobile gaming technology startup that developed mobile consumer-facing trivia apps. *FleetWit, Inc. closed its business in May 2020 during COVID-19.*

- [Increased user engagement by 15%](#) by redesigning the FleetWit app.
- Created and managed the design system for three mobile apps.
- Conducted user research to gather insights and validate design assumptions.
- Completed end-to-end product design for three consumer-facing mobile apps.
- Conducted competitive analyses to inform design strategy and identify opportunities for differentiation.

UX/UI DESIGNER

Prizeout, Inc. | May 2019 – Feb 2020

A B2B Fintech/Adtech startup with products that connect sports betting companies and retailers. *Employment ended due to a company-wide reduction in force.*

- [Raised \\$30M in funding](#) by designing B2B and B2C products to attract investors.
- Created the Prizeout logo, brand identity, and design system.
- Conducted stakeholder interviews to learn project goals and business needs.
- Completed the end-to-end product design for all Prizeout products.
- Conducted market research and competitive analyses to identify market gaps.

UX/UI DESIGNER

Business.com | Apr 2017 – May 2019

A B2B online media technology 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.
- Raised lead generation conversions by 8% by A/B testing my design iterations.
- Evaluated and redesigned templates used on thousands of Business.com articles.
- Collaborated with developers to ensure accurate implementation of design specs.
- Designed usability tests and trained staff to moderate sessions.
- Designed ad creative for B2B SaaS advertising partners.
- Collaborated with stakeholders to define design strategy and roadmap.

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