



# Jonah Heath

Product Designer

Manhattan, NY

 **Phone**  
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 **Portfolio**  
jonahheath.com

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## Skills

### Design

Style Tiles  
Wireframing  
Prototyping  
Microinteractions  
Usability/Desirability Testing  
User research  
Competitive analysis  
User interviews  
Client Communication  
Remote Collaboration

### Tools

Sketch  
Adobe Creative Cloud  
Figma  
Principle  
Invision  
Xcode  
Webflow

### Languages

Swift  
R  
Python  
VBA  
VB

## Education

### UX/UI Design Immersive

Flatiron School  
2019 - 2020

### B.S. Industrial Engineering

Cal Poly San Luis Obispo  
2014 - 2019

### Entrepreneurship Minor

Cal Poly San Luis Obispo  
2014 - 2019

## Profile

Hi! I'm Jonah, a UI/UX designer and serial entrepreneur with a track record of building products that raise funds. Creating physical and software products from the ground up has allowed me to frequently ideate, experiment, implement, and iterate. These skills have transferred into my current design process where I use my entrepreneurial roots to take initiative and work more effectively with my team.

## Experience

### Mobile Design Lead

ByteLyfe / New York City / Jul 2019 - Present

Lead design and development team in creation of mobile application.

- Conducted customer research interviews with 54% of users
- Created user flows, wireframes, and hi-fi designs to roll out new features
- Commenced initial swift IOS development and asset handoff
- Onboarded and collaborated with developer for implementation

### UI Designer - Contract

Niwa / New York City / Apr 2020 - May 2020

Took initiative to help founders with rebranding, mobile & web design.

- Acted as lead on all visual design from mobile to web
- Created moodboards, style tiles, and prototypes to refresh visual language
- Facilitated usability testing with over 30 users
- Established a living design system for future development

### Product Designer | Digital Design Lead

Wayve / San Luis Obispo / Jan 2019 - Sep 2019

Co-founded company to provide travelers with purified water from any sink or tap. Secured \$10k in funding.

- Conducted over 100 customer development interviews
- Designed product website, company logo, and marketing materials
- Led industrial product design and prototyping using AutoCAD and 3d printer

### Digital Design Lead | Front-end IOS Dev

Posted / San Luis Obispo / Sep 2017 - Nov 2018

Co-founded company to create a social application allowing college students to make connections with the people and places around them. Secured \$15k in funding.

- Onboarded and managed team of 6 marketing and design interns
- Designed, implemented, launched social media app to IOS app store
- Developed digital and print marketing material resulting in 450 users