

# Jacob Madsen

385.321.2016

*jac@jacmadsen.com*

*jcbmdsn.com*

Product Design professional with expertise in user centered design, prototyping & testing in rapid iterative development environments. Background includes leadership & design at organizations ranging from bootstrap consumer facing startups, to enterprise solutions for fortune 500 corporations.

## // PROFESSIONAL EXPERIENCE

### **Hot Cocoa // Owner**

2007—PRESENT // SAN FRANCISCO BAY AREA, CA & SALT LAKE CITY, UT

Design & development practice supporting start-up companies, & non-profit community organizations

- Multiple clients appeared in national media outlets including Wall Street Journal & NPR
- Foster junior level artistic talent by matching artists to community organization projects

### **redIQ ( a Berkadia Company ) // Sr Product designer**

2019-2020 // SALT LAKE CITY, UT

Created simple interactions to deal with complex workflows in the commercial real estate digital marketplace

- Work in tandem with a Design Strategist to form testable experiments from user insights
- Create necessary artifacts, wireframes through prototypes, to test assumptions with users
- Lead out workshops & knowledge transfer exercises across multiple collocated collaborative product teams
- Establish and engage in mentorship of Junior and Associate Designers

### **Software Technology Group // Sr. Product Design (UX) Consultant**

2018 // SALT LAKE CITY, UT

Consulted as a design lead for the Church of Jesus Christ of Latter-Day Saints on multiple products including education systems, global account, & the global design system for enterprise products

- Work directly with product owners to develop product strategy
- Gather business & user requirements to ensure user centered design efforts also meet business objectives
- Engage developers in early product discussion to increase empathy, buy-in, & likelihood of successful & timely deployment
- Create useful & expressive design assets including prototypes, pattern libraries, & process
- Engage in user interviews & testing to ensure product direction meets user needs
- Fostered an environment of teamwork & mutual respect across multiple disciplines

### **Symantec (Blue Coat Systems) // Sr. User Experience Engineer**

2014—2017 // DRAPER, UT

- Designed interfaces & components for multiple enterprise network protection products
- Implemented improvements in UX to development workflow to improve communication & accuracy when executing on design spec

- Created a mobile observation lab to conduct contextual interviews with remote observation panel to enable empathy & investment throughout multidisciplinary teams
- Nurtured strong ties with developers on various teams, enabling solutions that addressed long term product forecasts while meeting short term needs

### **Sub-Connect // Director of User Experience**

2013—2014 // SALT LAKE CITY, UT

Responsible for user experience of the Sub-Connect SaaS platform. Duties included user research, prototyping, & user interface design

- Conducted heuristic review to identify easily remediable friction points
- Conducted formative research and usability testing to refine product direction
- Redesigned project on boarding tools to enable faster & more stable task completion
- Redesigned project dashboards to optimize at-a-glance project status

### **HyperX Media // Sr. Digital Producer; UX/UI Web Architect**

2012—2013 // SALT LAKE CITY, UT

- Responsibilities included web design & email marketing campaigns for numerous agency clients
- Secured repeat business by consistently setting sales records with targeted marketing campaigns

### **Affinity Amp // Co-Founder & Creative Director**

2011—2012 // SAN FRANCISCO, CA & BOISE, ID

- Designed user journeys, wireframes, & prototypes. Coded presentation layer HTML/CSS development for Hybrid mobile & web applications;
- Led a diverse team of designers & developers
- Created clickable prototype that secured \$50,000 in revenue in first week of business
- Resulted in velocity to secure first round of funding at a \$4+ million valuation

### **Mob Spree // Digital Producer & Creative Director**

2010—2010 // SAN FRANCISCO, CA

- Utilized & extended web framework to deploy hybrid mobile/web apps
- Invited to become a co-founder of Affinity Amp when Mob Spree partners split the company into three separate entities

## **// EDUCATION**

### **B.S. Communication (Advertising)**

BRIGHAM YOUNG UNIVERSITY - IDAHO

2004 // REXBURG, ID

### **Mobile UX/UI Design Certificate**

SAN FRANCISCO STATE UNIVERSITY

2013 // SAN FRANCISCO, CA

## **// AFFILIATIONS**

PRODUCT HIVE // MEMBER & MENTOR

BYU-IDAHO // ALUMNI MENTOR