

JACK KAISER

Senior Product Designer

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Experience

Hangout FM — Lead Product Designer

JULY 2023 - PRESENT

Currently spearheading design and the creative direction of a digital social media experience that unifies people through a shared love of music online in an interactive virtual space.

- Collaborating with external partners such as Discord to seamlessly integrate our software with theirs; which has resulted in a 20% increase in new user signups.
- Revitalizing product branding and design with a new visual language and system, improving web, mobile, and third-party functionalities.
- Working in tandem with a small yet tenacious and motivated team of developers (and fellow music enthusiasts) in a fast-paced startup environment.

Limbox — Product Designer

JULY 2022 - FEBRUARY 2023

Lead designer that collaborated closely with a group of psychologists, clinical UX researchers, software engineers and other various stakeholders in a startup environment to enhance and broaden a digital therapeutic app aimed at improving engagement and treatment outcomes for depression in adolescents.

- Revamped the primary treatment process by integrating cognitive behavioral therapy concepts with gamification elements, resulting in a substantial decrease in PHQ-8 scores among current patients.
- Designed and deployed a new visual framework and system to bring our new immersive therapy game-world to life.
- Conducted frequent all-hands-on-deck design sprints to explore potential alternative solutions to further improve the cognitive-behavioral therapy treatment flow.

WillowTree — Product Designer

JULY 2018 - MAY 2022

Successfully led and managed diverse projects, from mobile applications for startups to cross-platform solutions for Fortune 500 companies like Fox Weather, Atlassian, Capital One, Locus Health, Kaléo, Synchrony, CFA Institute, PepsiCo, Lidl and several internal SaaS, B2B projects.

- Designed and launched Fox Weather app, achieving over 1+ million downloads on iOS and Android within the first week.
- Led design on a groundbreaking chronic condition SaaS platform that connects doctors directly to their patients in real time. Locus Health was nominated for a Webby award and has since partnered with hundreds of major health networks since launch.
- Created and pitched several winning RFP's for various pharmaceutical, fintech, B2B, SaaS companies.

Skills

User experience design, visual design, motion design, custom iconography, stakeholder management, accessibility compliance, rapid prototyping, A / B testing, user interviews, wireframing, UX research / usability testing, mentoring, web design

Tools

Figma, Sketch, After Effects, Experience Design (XD), InDesign, Photoshop, Illustrator, Principle, Cinema 4D, HTML, CSS

Education

Rochester Institute of Technology

BFA NEW MEDIA DESIGN

Deans list from 2015 to 2018, active alum and member of the New Media Club for helping current New Media Design students.

Awards

#1 on the iOS App Store — Fox Weather (Free App)

Webby Award 2020 — Locus Health Nominated for Best Design

Adobe Design Achievement Award — FLUX