

# JACK KAISER

Senior Product Designer

WEB

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## Experience

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### 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

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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

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

## Education

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### 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

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

**Webby Award 2020** — Locus Health Nominated for Best Design

**Adobe Design Achievement Award** — FLUX