

JACOB KRAJEWSKI

Scandinavia | Silicon Valley | Tampa Bay

Cognitive Science M.A. | Lund University | Lund, Sweden

Biology B.S. + Digital Arts (*minor*) | Stetson University | DeLand, Florida

01/2016-04/2017

Lead Product Designer - GoPro, San Mateo, CA

- Lead UX/IxD of HERO5 Session camera. Including flows, pixel-art UI, user testing, screen design, voice, button and beep interaction, prototyping and sound design.
- Lead UX/IxD/UI/prototyping, product design of full HD TV experience for all HERO5 devices.
- Lead voice control interaction and UX between HERO5 Session and HERO5 Black.
- Simplified and enhanced the UX/UI of previous year's Session.
- Automated localization process through development of Sketch plugin.

10/2015-12/2015 (CONTRACT)

Lead Product Designer/Prototyper (Bootstrap/Javascript) - Citigroup Inc., Jacksonville, FL

- Lead design of Costco user management page for citi.com facing 11-13,000,000 users. Full UX suite of mockups, user flows, prototypes, tests, analytics, etc.
- Promoted design-driven approach to business-driven stakeholders so that shared goals were met, considering user needs, best-practices, UI/brand standards and results-based decision making processes.
- Approached design with an acute awareness of data and how it could be used to address particular problems, meeting user goals (ease and understanding) and company goals (\$\$).

02/2015-05/2015

Lead Product Designer (Automotive UX, Interaction) - Telenav Inc., Sunnyvale, CA

- Designed UX for in-car experience utilizing an expanded set of onboard vehicular sensors to create a 'cloud-awareness' in connected vehicles (Telenav/GM joint R&D).
- Chief participant in European product decisions, met biweekly with stakeholders in Detroit and Germany to discuss designs and impact product direction (GM/GM-Europe).
- General Interaction/UX, prototyping, research design, execution.

10/2013-1/2015

Mobile Product Designer (UX, Interaction, UI) - CloudOn Inc., Mountain View, CA

- User experience, and to a lesser degree user interface design. High degree of cognitive principles and persuasive, frictionally minimal design.
- Research, wires, mocks, flows, prototypes (lo-fi and hi-fi), interaction design, specs, web, video, audio, user testing. Communication with engineers, QA, lower and upper management.
- Work resulted in successful product re-launch and company acquisition by Dropbox.

6/2012-7/2013

UX Designer for Web (e-commerce) - Factorybunkbeds Inc., Orlando, FL

- UX/UI and CRO through persuasive funnelling, cognitive principles, frictionally minimal design
- In-house user testing and extensive analysis, A/B testing, two interns as direct reports.
- Resulted in doubling of 6 figure net income through increased purchases based on changes in UI and UX combined with comprehensive content + advertising strategy.

Since 2003:

Web Designer - *Self employed (Gillespie Museum of Rocks & Minerals, Sweet Peas project)*

- Designed and developed (Html5/Css3/Javascript/jQuery/php) websites that could be client-updated via common social-network API's (Twitter, Tumblr, etc).
- Developed designs with client, utilized conversion rates and persuasive funnel optimization techniques, combined cognitive design factors.

5/2008-2010:

Microbiological Technician (dilution, inoculation, incubation) - *ALControl Labs, Sweden*

- Carefully handled deadly pathogens in a laboratory setting. Growing, identifying bacteria.
- Mastered techniques in a very precise, high tempo, high stress environment, handled many tasks simultaneously.

2004-2008, 2010-2011

Sushi Chef - *Izakaya Koi + Sushi2Go + Chill Out, Sweden / Sushi Kappo, Denmark*

- Advanced to position of Executive Chef. Designed menus, trained apprentices, served high quality sushi in high tempo, popular restaurants, large events.
- Catered to Danish Royalty including the Crown Prince et al., celebrities, such as the guy from Aqua that says "Come on Barbie, Let's go Party" and soccer superstar Zlatan Ibrahimovic.

Since 1998

DJ and Electronic Music Producer

- Expert audio production (Logic Audio), synth interfaces, audio synthesis. Professional DJ.
- Released 1 album in 2012, 4 tracks, gained top position on label for total record sales.

01/2016-05/2016 (VOLUNTEER)

Lead Product Designer - *Re-Plate, San Francisco, CA*

- Defining problems and spearheading designs for addressing the problems of food waste and hungry people.

09/2015-01/2016 (VOLUNTEER)

UX Advisor - *Feeding Forward (now Copia), Oakland, CA*

- Weekly mentoring of junior UX designer on developing and designing a product, from brand guidelines to branding, conversion rate optimization and mobile design.

ADDITIONAL ACTIVITIES AND INTERESTS:

Student Government Association - Marketing Chair | Green Team Captain | Lund Student Orchestra:
Percussionist | Life Scout | Civil War Reenactor | Film and TV roles | Fluent in Swedish, Prof. Danish | Boating,
Hiking, Archery | Guitarist, Trumpeter, Turntablist | Leisure Driving | Kundalini Meditation | Former Grand
Teton Nat. Park Employee | Custom FPV Quadcopters