

# JACOB S. KRAJEWSKI | SCANDINAVIA | SILICON VALLEY | TAMPA BAY

Cognitive Science M.A. (*in revision*) | Lund University - Lund, Sweden  
Biology B.S. + Digital Arts (*minor*) | Stetson University - DeLand, FL

04/2019-Present

## **Vice President - Software Engineering / Digital Design** - J.P. Morgan Chase and Co., Tampa, FL

- Project-managed 3 pods (avg 6-8 engineers each), created meticulously detailed interaction specifications and held mission style briefings and Q&A's with developers and QA.
- Spearheaded design culture overhaul for a world-wide sales platform web-app.
- Evangelized value-based, human centered design methodologies to improve usability, comprehension, and reduce proficiency ramp-time while increasing usage and satisfaction.
- Advocated use of user-flows and agile review sprints, interactive prototypes, redlines, and standardized UI/UX methods to novice team. Employed component design and design systems.
- Introduced heavy reliance on user-research to very resistant executive leadership.
- Partnered heavily with executive product leadership.
- Invited to speak on three occasions about design thinking to JPMC employees.

08/2018-04/2019

## **UX Design Consultant** - J.P. Morgan Chase and Co., Tampa, FL

- Designed and implemented a web-based monitoring dashboard by designing systems, and components that are scalable, flexible, interchangeable and platform agnostic.
- Audited dated interface, created upgraded UX/UI based directly around user needs.
- Interviewed users, devised requirements, produced detailed specifications.
- Led development team in increasing independence and improving workflow for flexibility, scalability and ownership.
- Mentored junior designers and novice leadership in up to date design methodologies and platforms.

02/2018-05/2018

## **Product Design Manager** - Telepathy Labs, Tampa, FL

- Hired, trained and managed a skilled product design team.
- Designed voice-first, touch interfaces that combined gestures and voice control interactions.
- Created a voice controlled security analytics user-interface for web.
- Designed and produced detailed, functional-component user interfaces and style guides.
- Designed and produced full iconography and image sets for iOS app.

05/2017-01/2018

## **Founder** - Herb and Farmer Shops, LLC, Safety Harbor, FL

- (*Note: This project never got off the ground. Planned this startup in California, and climate conditions were too hot in Florida for the same level of production.*)
- Analyzed and optimized inputs, outputs, cost and environmental variables for highest production through projections, estimates and research.
- Created extensive branding documentation, including logos, signage, pamphlets, brandbooks, style guides, website and merchandise.

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- Composed 3D models of points of sale/production facilities.
- Devised and performed comparative research studies to discover highest value-producing methods.
- Conceptualized and designed system monitoring software for multiple component functions.
- Designed scalable, performant systems that could be componentized and replicated.

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, 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, 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, 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.com, 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.

Portfolio: [www.jacobkrajewski.com](http://www.jacobkrajewski.com)

Linkedin: [www.linkedin.com/in/jakekrajewski](http://www.linkedin.com/in/jakekrajewski)

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.

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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.

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*ADDITIONAL ACTIVITIES AND INTERESTS:*

Deep Learning | Data Science | Lean Market Garden Farming | Technical Market Trading | Algorithmic Trading | Student Government Association - Marketing Chair | Green Team Captain | Lund Student Orchestra: Percussionist | Life Scout | Civil War Reenactor | Film and TV extra | Fluent in Swedish, Prof. Danish | Boating, Hiking, Archery | Guitarist, Trumpeter, Turntablist | Leisure Driving | Kundalini Meditation | Former Grand Teton Nat. Park Employee | Custom FPV Quadcopters | Video Editing