

# Jake Maisel

East Amherst, NY (Buffalo Metro)

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## Senior UX Product Designer

User Research | AI Strategy & Design Systems | UX Strategy & End-to-End Workflows

## Professional Summary

Strategic designer focused on solving high-stakes problems in complex environments. Bridging the gap between user research and shipping code, translating loose requirements into clear, actionable product strategies. I partner directly with technical leadership to turn ambiguous problem spaces into clear, high-performing product directions.

## Tech Stack & Skills

- **Design UI UX:** Figma, interactive prototyping, component-driven UI, design tokens, accessibility-first design.
- **User Research:** User interviews, usability testing, heuristic evaluations, journey mapping, research synthesis.
- **System Workflows:** Design systems, AI-enabled workflows, cross-surface parity, scalable UX patterns, design-to-production alignment.
- **Delivery:** Agile product teams, developer handoff standards, design reviews, stakeholder facilitation, documentation-first workflows.

## Professional Experience

### ACV Auctions | Product Designer (Lead-level scope)

2021 - Present

- Led end-to-end ownership of complex pricing, valuation, and mobile workflows by designing cohesive experiences that **balanced user needs, business priorities, and technical constraints**.
- Improved decision-making and iteration quality by **leading user research**, heuristic evaluations, and usability protocols that informed strategy and reduced late-stage rework.
- Drove cross-platform consistency and reuse by contributing to **AI-enabled design systems** and shared component standards adopted across multiple product surfaces.
- Enabled faster, more predictable delivery by establishing dev-ready design handoffs with explicit states, interactions, and acceptance criteria.

- Strengthened organizational alignment by **shaping UX workflows and operating standards** that improved visibility, collaboration, and confidence across product and engineering teams.
- Scaled quality by translating validated patterns and learnings into reusable systems, enabling teams to ship with greater consistency and less friction.

### **Greystar | Senior Marketing Associate**

2020 - 2021

- Elevated digital experience quality by leading custom web design initiatives and partnering closely with development teams to ensure strong UX and UI execution.
- Improved consistency and clarity across marketing channels by designing end-to-end brand systems from concept through delivery.
- Strengthened cross-team communication by guiding presentations and visual storytelling that aligned stakeholders around shared goals.

### **Alliance Residential Company | Senior Graphic Designer**

2018 - 2020

- Delivered cohesive brand execution across marketing and digital initiatives by designing high-impact visual assets, illustrations, and infographics.
- Raised design quality and consistency by reviewing junior designer work and providing clear creative direction and feedback.
- Advanced UX maturity by championing web design and usability best practices across marketing-led initiatives.

### **GoDaddy | Senior Designer**

2016 - 2018

- Improved operational quality by leading teams of designers and optimizing creative workflows to exceed department performance expectations.
- Strengthened brand alignment by designing digital advertisements, infographics, and multi-channel assets used across the organization.
- Earned internal trust and recognition through consistent delivery of high-quality work, including multiple company awards for performance and impact.

## **Education**

### **Bachelor of Arts in Graphic & Web Design**

The Art Institute of Phoenix