

Jacob Frederick

Product Designer • Odenton, Maryland

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EXPERIENCE

Senior UX Designer

Acuity, Inc. – Reston, Virginia

Jan. 2025 – May 2025

- Led end-to-end UX design for complex federal SaaS tools across web and mobile applications, including major redesigns and AI/chat-assisted features.
- Conducted and facilitated 100+ user interviews, usability tests, workshops, and A/B tests to identify pain points and drive informed design decisions.
- Executed a major redesign of the core analytical tools application, achieving a 15% increase in user engagement within the first month and supporting over 12,000 active canvases and queries.
- Expanded and documented the design system, collaborating closely with front-end developers and the lead designer to ensure consistency, scalability, and adoption across products.
- Facilitated design workshops and mentored other designers on company standards, fostering alignment and elevating team design practices.

UX Designer

Acuity, Inc. – Reston, Virginia

Sept. 2023 – Dec. 2024

- Accelerated design execution by integrating user feedback, defining best-practice design principles, and creating a visual component library.
- Collaborated with the UX Director, Program Managers, and stakeholders to successfully deliver designs.

Senior UX Designer

Walmart Global Tech. – Bentonville, Arkansas

June 2022 – Jan. 2023

- Optimized HR workflows for 10K+ employees, improving navigation, clarity, and task efficiency by integrating user feedback.
- Scaled and documented a sub-design system across Me@ teams, enhancing design consistency and streamlining development across multiple product domains.
- Partnered with cross-functional teams in Agile sprints to iterate on designs and deliver high-impact solutions.

UI/UX Designer

ROM Designs, LLC – Severn, Maryland

Oct. 2021 – June. 2022

- Designed responsive web interfaces, improving usability and reducing revision cycles for multiple startup clients.
- Managed end-to-end design projects, coordinating with developers and stakeholders to ensure successful delivery.

OTHER EXPERIENCE

Contract Photographer

Greek Yearbook – Hunt Valley, Maryland

June 2025 – Present

- Created and delivered visual content, leveraging design/visual principles and workflow management to align with brand goals and deadlines.

EDUCATION

University of Maryland, Baltimore County

Bachelor of Fine Arts – Baltimore, Maryland

Dec. 2012

DESIGN TOOLS

Figma, FigJam, Adobe XD, Sketch, InVision, Photoshop, Illustrator, InDesign, Miro, Jira, Confluence