

Jacob Frederick

Product Designer • Washington, DC

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EXPERIENCE

Acuity, Inc.

Senior UI/UX Designer • Jan. 2025 - Present
UI/UX Designer • Sept. 2023 - Dec. 2024

- Drive discovery and design for the Department of Homeland Security (DHS) analytical tools, increasing engagement by 15%, resulting in over 12,000 instances over a 30-day period.
- Collaborate with development and product teams to scale the existing design system across multiple complex applications to ensure alignment with user needs and business goals, resulting in improved UI consistency and development efficiency.
- Lead the UX design for AI interfaces, creating storyboards, wireframes, and prototypes that transformed complex user workflows into intuitive interfaces.

Walmart Global Tech

Senior UX Designer • June 2022 - Jan. 2023

- Led end-to-end UX design for complex B2B HR applications serving over 10,000 users, applying user-centered design principles to create intuitive interfaces and efficient workflows.
- Collaborated with product owners and engineering teams to define and deliver impactful HR solutions within the Me@ platform, managing tradeoffs to ensure successful implementation.
- Leveraged user research and iterative design to drive UX optimization for critical HR processes (hiring, onboarding, transfer), resulting in improved task completion and navigation.

ROM Designs, LLC

UI/UX Designer • Oct. 2021 - June 2022

- Collaborated with development and the design lead to design and implement UI standards within a scalable design system, enhancing UI consistency across web applications.
- Developed process flows, wireframes, and prototypes for web applications to visualize user journeys and communicate design solutions to development teams.

Freelance

Photographer • April 2014 - June 2022

- Applied principles of visual composition, including balance, hierarchy, and negative space, to create compelling images.
- Gathered client needs and project goals, ensuring these informed creative decisions and effective visual delivery.

SKILLS

Tools

- Figma
- Adobe XD
- Sketch
- Adobe CC
- Jira
- Confluence

Design

- Wireframing & Prototyping
- Design Systems (Creation, Maintenance, Governance)
- User Research (Interviews, Usability Testing)
- Accessibility
- User Flows
- Journey Mapping
- Information Architecture

Methodologies & Process

- Agile Methodologies
- Iterative Design
- Stakeholder Collaboration

EDUCATION

University of Maryland Baltimore County
BFA in Photography

Anne Arundel Community College
AAS in Graphic Design

CERTIFICATIONS

Google UX Design Certificate