

Jac Madsen

jac@jacmadsen.com
385.499.9367

Product Design professional with expertise in user centered design, prototyping & testing in rapid iterative development environments. Background includes leadership & design at organizations ranging from bootstrap consumer facing startups, to enterprise solutions for fortune 500 corporations.

// PROFESSIONAL EXPERIENCE

Symantec (Blue Coat Systems) // Sr. User Experience Design

2014–2017 // DRAPER, UT

Designed interfaces and components for multiple enterprise network protection products

- Implemented improvements in UX to development workflow to improve communication & accuracy when executing on design spec
- Created a mobile observation lab to conduct contextual interviews with remote observation panel to enable empathy & investment throughout multidisciplinary teams
- Nurtured strong ties with developers on various teams, enabling solutions that addressed long term product forecasts while meeting short term needs

Sub-Connect // Director of User Experience

2013–2014 // SALT LAKE CITY, UT

Responsible for user experience of the Sub-Connect SaaS platform. Duties included user research, prototyping, and user interface design

- Conducted heuristic review to identify easily remediable friction points
- Redesigned project onboarding tools to enable faster and more stable task completion
- Redesigned project dashboards to optimize at-a-glance project status

HyperX Media // Sr. Digital Producer; UX/UI Web Architect

2012–2013 // SALT LAKE CITY, UT

Responsibilities included web design and email marketing campaigns for numerous agency client

- Secured repeat business by consistently setting sales records with marketing campaigns

Affinity Amp // Co-Founder & Creative Director

2011–2012 // SAN FRANCISCO, CA & BOISE, ID

Designed user journeys, wireframes, and prototypes. Coded presentation layer HTML/CSS development for Hybrid mobile & web applications; Led a diverse team of designers & developers

- Created clickable prototype that secured \$50,000 in revenue in first week of business
- Resulted in velocity to secure first round of funding at a \$4+ million valuation

Mob Spree // Digital Producer & Creative Director

2010–2010 // SAN FRANCISCO, CA

Utilized & extended web framework to deploy hybrid mobile/web apps

- Invited to become a co-founder of Affinity Amp when Mob Spree partners split the company into three separate entities

Hot Cocoa // Owner

2007–PRESENT // SAN FRANCISCO BAY AREA, CA & SALT LAKE CITY, UT

Design & development practice supporting start-up companies and non-profit community organizations & programs

- Multiple clients appeared in national media outlets including Wall Street Journal & NPR
- Currently foster junior level artistic talent by matching artists to community organization projects

Additional experience available at www.linkedin.com/in/jacmadsen

// EDUCATION

Brigham Young University - Idaho

B.S. Communication (Advertising)

2004 // REXBURG, ID

San Francisco State University

Mobile UX/UI Design Certificate

2013 // SAN FRANCISCO, CA

// AFFILIATIONS

AIGA

Product Hive

BYU-Idaho Alumni Mentor

// TOOLS

Sketch

InVision App

Adobe Creative Suite

Post-it Notes

Whiteboard

Interpersonal Communication