

# JESSE HAMPTON

product designer

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## OVERVIEW

Outcome-focused product designer with experience in UX, visual and interaction design. Specializing in eCommerce solutions, with experience at an agency, startup and corporate to build websites and mobile apps that add measurable value to user's experiences.

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## SKILLS

Product Design	Usability Testing	Wireframes
User Research	Journey Mapping	User Journeys
Information Architecture	Task Analysis	Card Sorting
Interaction Design User	Heuristic Evaluation	Sketch & Illustrator
Interface Design	Competitive Analysis	Flinto & Principal
Rapid Prototyping	Task Flows	

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## INDUSTRY

### Best Buy [product designer]

July 2016 - Present

- Responsible for creating effective user experiences to inform, inspire and support Best Buy customers.
- Work closely across Design and Product teams in an agile environment to design and iterate new product solutions for Best Buy's mobile apps.
- Conduct qualitative and quantitative research to define user needs and streamline purchasing journeys.

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### Haggadot.com [ux architecture & strategy consultant]

November 2014 - January 2016

- Rebuilt a Passover startup: responsible for UX research, iterative UX design, and product strategy, collaborating directly with the founder.
- Increased service reach for product by 60%
- Grew website visitors by 341% (84,000 visits per month) since launch of new product.
- Increased total product revenue by 70%

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### Binary Anvil [product designer]

February 2015 - July 2016

- Lead product designer for enterprise eCommerce clients, working directly with engineers in an agile environment.
- Worked in an iterative process, driven by research—responsible for UI, UX and interaction design for eCommerce solutions.
- Defined and led internal brand development.

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## EDUCATION

The Art Institute of Seattle, 2011 – 2015  
Web Design & Interactive Media, Bachelor of Science

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## CONTACT

### Portfolio

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