

JACOB NACHLAS

Product Design, UX Research

CONTACT

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SUMMARY

Analytically-wired Product Designer passionate about fostering experiences that harmonize function and form. Best known for adaptability, work ethic, and effective communication. Thrives on using data-backed decisions in order to create mobile and web applications that address user needs and business goals.

EDUCATION

Emory University 2016 - 2020

Quantitative Science, Informatics *B.S.*

Economics *Minor*

Georgia Institute of Technology 2019 - 2020

UX/UI Design *Professional Certificate*

SKILLS

Quantitative/Qualitative Research, Information Architecture, User Need Identification, Usability Testing, Persona Creation, Insight Synthesis, Wireframing, Storyboarding, Decision Mapping, Decision Flow, Atomic Design, Heuristic Evaluation

TOOLBOX

Adobe Xd, InVision, Figma, ProtoPie, HTML, CSS, JavaScript, JQuery, Bootstrap, Python, R, MySQL, Google Analytics, Git

EXPERIENCE

Hangable Technologies – **Product Designer**

June 2020 – August 2020

- Led the redesign of the collector interface to attract seed investors and artist/gallery partners.
- Conducted research for multiple stakeholders to gain insight and uncover user needs.
- Implemented high impact, user-focused features with the developer and AR interns to increase user conversion.
- Created a design system in order to onboard new designers and maintain consistency across each app interface.

SunTrust Banks, Inc. – **UX Design Intern**

August 2019 – December 2019

- Led the redesign of the department's SharePoint site as a certified SharePoint site owner leading up to merger.
- Converted business requirements from five department heads into a site with intuitive navigation and design.
- Conducted weekly scrum meetings with supervisors to provide site updates and pull tasks from product backlog.

PROJECTS

Sabor Food Recommendation App

<https://bit.ly/2Xzc28s>

- Featured in UX Collective on Medium.com: iOS application that assists users with finding places to eat from people they trust; crafted an experience that enables users to recommend and request information from social circles and keep favorite restaurants organized.
- Core responsibilities spanned the entire design process from research to prototype.

Atlanta Jugglers Association

<https://bit.ly/2WWWxPqo>

- Featured in UX Collective on Medium.com: Redesigned AJA site to reorganize content so users can more quickly and easily access information.
- Responsible for research planning, wireframing, and web prototyping.