Jake Barnett

Strategy & design for products and services

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Experience

Atlassian

Senior Product Designer   **2021+**

Working on the future of Atlassian product administration to build out capabilities, increase ease of use, and drive impact for our 300,000+ admins.

Responsible for leading design for high complexity, high impact projects from problem definition to final implementation, and all parts in between.

Partnering with product management peers to clarify ambiguity, define strategy, and drive decision-making. Working hand in hand with engineering from design exploration through to final implementation to refine solutions.

Responsible for user research reports, service journey maps, user flows, concept designs, final UI designs, design specs, design prototypes.

Providing team leadership and mentoring to support the development of the team and broader design organization

Designit

Lead Service Designer   **2015 - 2021**

Led multidisciplinary design teams to deliver exceptional and impactful work – from design strategy to digital experience design – for Fortune 500 clients such as FedEx, DuPont, CBRE, Worldpay, and T-Mobile.

Responsible for contributing to market and trends research, user research, service and product strategy, design execution, and client management.

Guided the development of employees through career management and mentoring.

Participated in and provided key guidance towards hiring and studio growth.

Senior Service Designer   **2018 - 2020**

Led and contributed to the delivery of key Service and UX design-related projects in the Designit NYC studio.

Responsible for: in-depth ethnographic research; generating actionable insights to drive strategy; creating key artifacts to visualize opportunities and insights; formulating strategic vision; designing and facilitating workshops to collaborate and co-create with clients; conceptualizing, executing, and supporting the implementation of the vision into fully-designed solutions.

Initiated and contributed to key internal strategic initiatives.

Participated in and provided guidance towards hiring and studio growth.

UX & Service Designer   **2015 - 2018**

Engaged in culture-building, team-bonding, and identity formation as a founding member of Designit NYC studio.

Contributed to project delivery through research, insights generation, conceptualization, and execution of both service and digital products-focused projects.

Fluid, Inc

User Experience Designer   2014-2015

Responsible for executing design strategies for responsive web and mobile e-commerce experiences for various flagship retail brands such as Target, Carhartt, Michael Kors, Puma, and Steve Madden.

Developed information architecture, user flows, wireframes, interactive prototypes, and led client presentations of work.

Collaborated with visual designers and software engineers to iterate, refine, and implement usable, functional, innovative, brand-relevant and high-conversion experiences.

Associate User Experience Designer   2013 - 2014

Worked closely with a team of strategists, visual designers, and developers to design and implement engaging, functional e-commerce experiences.

Responsible for creating requirements documents, taxonomies and information architecture, sitemaps, wireframes, interactive prototypes, and functional specifications documentation.

Contributed to the design of flagship retail e-commerce experiences, collaborating with senior team members to learn and practice UX methodologies.

Learned and applied UX best practices, tools, methods, and relevant soft skills.

Education

Lewis & Clark College

Bachelor of Arts, Psychology   2008-2012

Majored in psychology with a focus in Cognitive Psychology, Behavior, and Decision Making.

Minored in the Arts, with a focus on Sculpture in wood, metals, and concrete.