JP Arsenault

▎Product Designer

hello@jparsenault.com

jparsenault.com

KEY SKILLS

Product Design
User Experience Design
Design Research
Visual & UI Design
Wireframing
Prototyping
Figma
Adobe Creative Suite
Rive
HTML & Javascript
Information Architecture
Interaction Design
Data-driven Design
Usability Testing
Cross-functional Collaboration
Design for Complex Products

EDUCATION

M.S. Human-Computer Interaction
Carnegie Mellon University

B.S. Computer Science
Juniata College

HOBBIES

Restoring Nintendo handheld gaming systems

Sound design

Trying to perfect my pizza dough

WORK EXPERIENCE

April 2021 - PRESENT

Collimator.ai ▎Founding Product Designer

- **Designed the UI, UX, and brand** of our complex, cloud-based product, adopted by thousands of engineers in its first year.
- **Built a design system and component libraries** from scratch, and grew them through multiple feature launches and major releases.
- **Drove user-centered product strategy and feature development** through research and close partnership with engineering and product.
- **Engaged with engineers to understand their needs** through customer support, product demos, and social media.

June 2020 - April 2021

Bravado ▎Lead Product Designer

- **Designed the marketplace platform**, working closely with stakeholders to define the business model, UX and UI design, and iterate on features.
- **Led the evolution and expansion of the design system**, ensuring consistency and scalability across products.

April 2020 - December 2020

AliceHome ▎Freelance Product Designer

- **Built the brand identity** for this luxury concierge service.
- **Designed and launched v.1 of the mobile app,** enabling users to easily find and book services.

February 2020 - April 2020 (COVID-19 Layoffs)

PeerStreet ▎Lead Product Designer

- **Designed, tested, and refined products** for both internal and external users, with a focus on the onboarding experience.
- **Developed a comprehensive component library,** ensuring consistency and scalability across products.

March 2018 - February 2020

Edmunds ▎UX Product Lead

- **Led the design and optimization of vehicle detail pages,** achieving a 300% increase in conversion rates through data-driven improvements and user-centered design.
- **Led design for large-scale projects,** in close collaboration with product, engineering, and SEO teams, including searchable vehicle database, vehicle configurator, and reimagined mobile app.

October 2013 - December 2017

RED Interactive ❚ Senior UX Lead

Senior UX Lead on client projects ranging from small apps to large web platforms, guiding teams through every stage of the product lifecycle—research, strategy, concepting, evaluation, specification, and production.

April 2012 - October 2013

BLT & Associates ❚ UX Lead

Led UX design for interactive web and mobile projects, focusing on marketing experiences for major film and TV properties, including a complete redesign of the website for a popular series, with searchable episodes, clips, playlists, and more.

November 2009 - April 2012

Samsung Design America ❚ UX / UI Designer

Led UX design efforts, from research through product concept pitch, as well as production design tasks for mobile and tablet, smart home, and other projects.

October 2004 - July 2008

Wisconsin LTSB ❚ Application Developer

August 2001 - January 2004

Raytheon ❚ UI & Systems Software Engineer