

jaye lindner Senior Product Designer | jayeroselindner@gmail.com | www.jayerosedesign.com | 516.902.5293

location Secaucus, NJ

programs Figma | Adobe suite | Sketch | Jira | Asana

skills UX design | Research integration | Prototyping | Information architecture | Collaboration | Communication

experience **B&H Photo Video** | Senior Product Designer | August 2018 - Present

- Lead product designer for B2B.
- Use research & best practices to translate business problems into seamless, customer-centric experiences.
- Create complex prototypes in figma for usability research.
- Foster collaboration and communication across multiple disciplines.
- Assisted in designing marketing pages for brands such as Wacom, Sony, Samsung, HP, Zeiss, Leica & DJI.

Kiehl's | Freelance Senior Digital Designer | June - July 2018

- Designed email, website and affiliate ad banner updates for the Global Division.

Dia&Co | Freelance Senior Digital Designer | May 2018

- Designed paid social assets, affiliate ad banners and emails for Dia&Co's activewear service launch.

StriVectin | Senior Digital Designer | November 2017 - March 2018

- Designed campaigns encompassing emails, desktop & mobile, IG & FB posts, package inserts & affiliate banners.

New Avon | Digital Designer | April 2016 - September 2017

- Redesigned and elevated the representative website, emails and social media posts.
- Provided art direction for marketing and UX/UI designs.
- Created and implemented style guide/DSM for youravon.com.

Victoria's Secret Direct | Web Designer | November 2011 - April 2016

- Designed content with seasonal branding, for emails, desktop and mobile.
- Partnered with internet merchants to support a/b testing leveraged to drive business.
- Developed process & brand language for marketing placements for desktop, mobile web/apps & affiliate ads.
- Validated UX projects; worked along side front end developers to ensure work was to specifications.
- Designed all mobile site launches and updates from 2011-2014.
- Managed design of ad units/affiliate marketing banners.

Macy's | Freelancer Web Designer | September 2011 - November 2011

EFashionSolutions | Web Designer | August 2009 - September 2011

education State University of New York at Stony Brook

- B.A. in Studio Art with a focus in graphic design

about Dog mom of 4 | Foodie | Yogi | Botanist