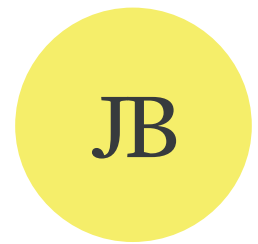


Jesse Brack

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Technical Product Designer

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Proficiencies

Design thinking

User research

User experience design

User interface design

Visual design

Motion design

Prototyping

Front-end development

Tools

Pencil and paper

User journeys

Sketch

Figma

Adobe suite

Invision suite

Framer

HTML/CSS

Javascript

React.js

Wordpress

Github

About

Jesse Brack is a technical product designer that believes in challenging assumptions with thoughtful research, ideation, and validation. He enjoys building and coding scalable design systems as much as he loves designing effective, beautiful user experiences.

Experience

2017 - 2018

Shift.org — Principal Product Designer

At Shift, Jesse helped design experiences that helped veterans find careers they love when leaving the military.

Jesse was the only designer during a critical funding round. Under tight deadlines, he helped lead design and product efforts that secured a successful seed fund.

He filled several diverse roles at Shift which included product, visual, and marketing design as well as significant contributions as a front-end developer.

2015 - 2017

Zipongo — Creative Director

During his time at Zipongo, Jesse directly contributed to the creation of several products that helped people make healthier meal choices at work.

As a design leader, he consistently championed the ideas of focusing on real user problems and behaviors, testing assumptions, and rapid iterations.

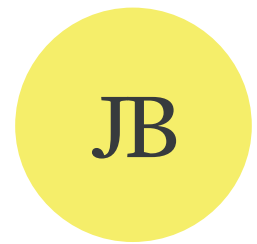
He worked closely with cross-functional teams and promoted the idea that everyone has an important contribution to the design process.

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Experience continued

2013 - 2015

CBS Interactive — UI/UX Designer

At CBS Interactive, Jesse served as a product designer and front-end developer for Gamespot, Giant Bomb, Comic Vine, OnGamers, and GameFAQs.

He worked closely with engineering, management, and key stakeholders to design and implement design solutions that accomplished user and business goals. Responsibilities spanned the whole product lifecycle: user research, problem definition, ideation, prototyping, validation, visual design, marketing deliverables, and branding.

Front-end development was a daily, key part of Jesse's workflow. After designs had been validated, Jesse would move quickly to implement solutions in code. Iterating and improving the existing design system and framework was a continuous objective.

2011 - 2013

Curse (acquired by Twitch) — Senior Front-end Developer

Conceptualized, collaborated, and managed the front-end architecture for Curse's proprietary web platform Cobalt. Mentored team members and helped establish a culture centered on best practices and standards. Worked closely with the Creative Director through the iterations and execution of our products.

Filled a secondary role as a product designer. Responsibilities included the role of lead product designer, user experience research, user testing, interface development, product design conception, and generating assets for ad campaigns.