

Jesse Wisinski

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Summary

- Highly motivated and outcome-driven product designer with expertise in UX design, user research, and shipping software, delivering intuitive, user-centered solutions that drive measurable business impact.
- Experienced in delivering world-class experiences in highly regulated industries, including SaaS, manufacturing, finance, and e-commerce, with parallels to the complexities of healthcare. Skilled in driving strategic initiatives for businesses ranging from regional firms to global enterprises and Fortune 500 companies with revenues exceeding \$14B.
- Key achievements include reducing fraud in an award-winning portal, leading a zero-to-one e-commerce initiative that generated \$5.5M+ in sales in two years, and optimizing financial workflows to reduce engagement time by 37 hours per deal and to save the equivalent of seven full-time employees annually.

Skills

Accessibility & Usability

Design Systems

Figma Expertise

Innovation & Ideation

Interaction & Visual Design

Journey Mapping & User Flows

Mentorship & Leadership

Mockups, Prototypes, & Wireframes

Research & Validation

Strategic Product Thinking

User Research Techniques

User Experience Design (UX Design)

Experience

M&T Bank / Wilmington Trust - Regional bank and wealth management firm

09/2021 – 11/2024

Senior Product Designer (UX Design) | Beaver, Pennsylvania (Remote)

- **Strategic Product Thinking & Business Goals:** Led cross-functional collaboration with product managers, engineers, researchers, and designers to transform and conceptualize high-level concepts into user-centric, data-driven solutions. Applied best practices and cognitive psychology to ship products. Reduced fraud and earned a DEI award for accessibility. Optimized workflows, cutting user effort by 37 hours per transaction and saving 7 FTEs annually through automation.
- **Product Design Expertise & Design Systems:** Created design concepts, end-to-end user flows, journey maps, low-fidelity wireframes, high-fidelity mockups, clickable prototypes, and other visual designs in Figma to articulate design specifications, annotating design specs, and ensuring engineers had the clarity they needed for implementation post-handoff. Shared designs and research findings at sprint demos to business stakeholders and leadership to communicate and influence strategic decisions, ensuring alignment with user needs and business goals, and to provide transparency and rationale for design choices. Championed the adoption of the design system amongst engineering, product, and the design community while helping evolve and contributing back. Documented design decisions, artifacts, and research.
- **Research & Validation:** Demonstrated an understanding of research methodologies, created research plans, led discovery, conducted interviews and usability testing sessions, and synthesized research findings to understand user needs and validate design decisions. Advocated for user research with product, engineering, and stakeholders.

PPG Industries - Global leader in paints and coatings

03/2010 – 09/2021

Senior Product Designer (UX Design) | Beaver, Pennsylvania (Remote)

09/2020 – 09/2021

- **Conceptual Design, Business Goals, & Validation:** Shipped the end-to-end design of a zero-to-one e-commerce platform for powder coatings, from ideation to wireframes to final production. Developed research plans, conducted user interviews, synthesized findings, and usability-tested prototypes to understand user needs and guide feature creation. Provided transparency and clear rationale for design decisions throughout the process. The platform generated over \$1.5M in sales in its first year, surpassing \$4M in its second year, all while ensuring operational sustainability.
- **Product Design & Design Artifacts:** Designed and prototyped end-to-end flows, mockups, user interfaces, and visual designs using Figma best practices and the design system, demonstrating mastery of design craft and attention to detail. Created personas and journey maps to visualize the user experience, identifying key touchpoints and opportunities. Pioneered the design system, helping evolve and contribute to its success. Documented and annotated design concepts and research to ensure successful translation of design concepts into functional, user-centric applications.
- **Collaboration, Communication, & Presentations:** Frequently shared research and design decisions in structured presentations to product, engineering, leadership, and subject-matter experts, providing transparency and fostering a culture of collaboration and innovation. Mentored a junior designer throughout the process.

Manager of UX Design | Cranberry, Pennsylvania

05/2018 – 09/2020

- **Strategic Decision Making, Feedback, & Mentorship:** Established, mentored, and led a disciplined and committed cross-functional team at PPG, encompassing UX design, interaction and visual design, user research, accessibility, and front-end development for desktop and mobile websites and SaaS. Made, communicated, and influenced strategic design decisions. Engaged in giving and receiving constructive feedback both verbally and in writing with my team and my leadership, nurturing an environment for growth and innovation. Reviewed designs with product managers, subject matter experts, engineers, marketing, and leadership. Implemented Sketch and eventually Figma into the design team.
- **Innovation, Prototyping, & Continuous Improvement:** Led the introduction of rapid prototyping using HTML, CSS3, and JavaScript, empowering designers to write code, fostering seamless collaboration with developers, demonstrating creative problem-solving, and ensuring timely deliverables on project timelines.
- **Problem-Solving Skills:** Demonstrated an entrepreneurial spirit by leading design initiatives during a digital transformation, implementing Agile methodologies and strategic product thinking to drive continuous improvement in the product lifecycle. Enhanced collaboration between UX and engineering, leveraging consumer insights to navigate complex challenges and evolve design solutions based on user feedback. Collaborated with product managers, tech leads, and other designers to conceptualize ideal solutions for problems and drive the strategic decision making.
- **User Research & Business Goals:** Identified cart abandonment patterns and implemented optimizations to address user needs, demonstrating strong analytical skills. Improved e-commerce performance by 9% and eliminated support calls through user research and making decisions that positively solved pain points, driving positive outcomes.
- **Leadership Impact & Design Systems:** Confidently led meetings and design thinking workshops with journey-mapping exercises. Led a two-day session with executive leadership, developers, marketing, and designers, which secured buy-in and funding for a design system, advocating for consistent typography, color theory, layout, and iconography.

UX Designer/Team Leader | Pittsburgh, Pennsylvania

03/2010 – 05/2018

- **Leadership Impact:** Led all visual design, research, and UX design for all human-computer interaction, including desktop and mobile websites and SaaS. Demonstrated expertise in interaction design, typography, UI design, color theory, layout, and iconography. Worked with cross-functional teams including stakeholders, engineering, and leaders demonstrating excellent verbal and written communication. Sought opportunities for continuous improvement in design practices and planned and facilitated basic research and journey mapping. Annotated designs for handoff.

- Buzzhoney** - Mid-sized digital advertising agency **09/2009 – 01/2010**
Web Developer (Contract) | Pittsburgh, Pennsylvania
- American Eagle Outfitters** - Global fashion retailer **08/2009 – 09/2009**
Web Developer (Contract) | Pittsburgh, Pennsylvania
- Larson O'Brien** - Mid-sized advertising agency focused on architecture **01/2008 – 07/2009**
Web Designer & Developer | Mt. Lebanon, Pennsylvania
- Sweeney & Associates** - Small advertising agency focused on healthcare **03/2004 – 12/2007**
Creative Director | Boardman, Ohio

Education

- **Bachelor's Degree in Graphic Design:** Art Institute of Pittsburgh

Licenses and Certifications

- **Pendo.io:** Product Management Basics Certification
- **Maven:** Advanced Figma Training Certification
- **Nielsen Norman Group (NN/g):** UX Certificate (both Research & Management)
- **Bureau of Internet Accessibility:** Accessibility Best Practices Certification
- **LUMA Institute:** Human-Centered Design Practitioner Certification

Volunteering

- Champion Life Church** **8/2020 – 03/2024**
Worship Director | Chippewa, Pennsylvania

- **Strategic Leadership & Operational Efficiency:** Led and optimized team workflows, reducing preparation time by 50% through process improvements. Scaled operations to support two Sunday services by implementing structured, repeatable processes that enhanced team coordination and experience. Applied strategic product thinking to non-product domains, identifying pain points and delivering scalable, user-centered solutions. Led by example to foster team growth.
- **Cross-Functional Collaboration & Team Development:** Recruited, mentored, and coached a diverse team of 15+ musicians, fostering a high-performing, collaborative culture. Created an inclusive, feedback-driven environment, ensuring all team members could develop their skills and contribute meaningfully.
- **Communication & Stakeholder Alignment:** Effectively presented creative and strategic decisions to church leadership, ensuring alignment with vision and goals. Facilitated open communication between musicians, technical teams, and leadership to enhance service execution and team culture.