

JEREMY BECK | *Product Designer*

Long Island City, NY 11101 | 516.996.0137 | jeremybeckux@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Results-driven UX Product Designer with 9 years of operational excellence across diverse marketing domains. Skilled in research driven user-focused design, conceptual ideation, & delivering creative solutions for complex challenges.

SKILLS

User Research

Contextual Inquiries, Survey Creation, Qualitative Inquiries, User Interviews, Tree Testing, Card Sorting, Usability Testing

Design

Conceptual Ideation, Information Architecture, Site Mapping, Service Design, Heuristic Evaluations, Wireframing, Prototyping

Software & Design Tools

Figma, Zeplin, Github, Notion, Airtable, Adobe InDesign, Xd, Photoshop, Illustrator, HTML

Interpersonal/Technical Experience

Project Management, Cross-Team Collaboration, Stakeholder Relations, Presentation Development & Delivery, Agile Methodology, Copywriting

EXPERIENCE

Lead UX Designer & Consultant / August 2023 - Present

Brydgit – Englewood, NJ

- Worked in agile sprints with Google developer to rapidly develop optimized GTM website.
- Leading end-to-end UX processes for Real Estate start-up.
- Conducted user research, competitive analysis, design systems, UX copywriting, wireframing, journey mapping prototyping, usability testing and stakeholder collaboration.

UX Designer/Project Coordinator/ July 2023 (Contracted)

Leantime.io – New York, NY

- Conducted user & business research, conceptual ideation, usability testing & prototyping concept for seamless integration within three week sprint.
- Delivered conceptualized feature to increase user motivation and engagement, supporting business goals.

Sr. Account Executive / Sept 2021 - July 2022

Knightsbridge Park – New York, NY

- Led in-depth user research and optimized SEO for Paid & Organic digital campaigns, leading to full sell out of multiple condominium developments for major developers (RXR, Extell, Related).
- Collaborated with stakeholders to deliver innovative design based on user data and research findings.
- Presented analytics reports to clients, delineating innovative design/microcopy iterations based on findings.

Operations Director / Oct 2018 - Sept 2021

Sharona Beck Realty – West Hempstead, NY

- Spearheaded logistics, marketing, and operations for additional branch office opening, resulting in over \$350,000 in commissions in the first year.
- Restructured strategic marketing plan, incorporating user testing and analysis for improved performance.
- Redesigned the website, branding, and value proposition based on user research, leading to an 87% increase in website visits.

Chief of Staff & Business Development Lead / Jan 2017 - Jan 2018

Mission Media – Brooklyn, NY

- Conceptualized and executed strategic initiatives, creating a charitable organization and achieving business goals
- Aggregated and compiled market research and competitive analysis for various clients and RFP responses.
- Developed user-centric design proposals, scopes of work, and budgets for clients on behalf of C-suite team

Communications Manager / Feb 2015 - 2017

Ariel Property Advisors - New York, NY

- Coordinated design and deployment of Ariel's website, implementing iterative redesigns post-deployment.
 - Authored trend articles and real estate market summaries for third-party publications.
 - Planned, directed, and executed company-hosted events, securing notable guests, such as Mayor Eric Adams, as panelists.
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EDUCATION

General Assembly, NYC | User Experience Design Immersive Course | UX Trailblazer Award Recipient | April-July 2023

Google Adwords Certification | Jan 2022

Hofstra University, Lawrence Herbert School of Communications | Bachelor of Arts | May 2014