

Jacob McAdam Product Designer

Jacob is experienced with the design thinking process, accessibility, and using the agile methodology. He has an aptitude for building design systems and collaborating on UI architecture.

LinkedIn: [linkedin.com/in/jrmdesign](https://www.linkedin.com/in/jrmdesign)

Email: jacobrmcadam@gmail.com

Phone: [\(707\) 732-4313](tel:(707)732-4313)

Experience

UX Designer @ Inkling

Aug 2022 – Present · Full-time

Advocated for users by empathizing with their pain points, using core UX principles for product accessibility. Participated in all aspects of the design thinking process, engage with scrum teams and collaborate with product managers and engineers.

Conducted a UX audit for Inkling's Distributed User Admin App (DUAA) product, identifying pain points and redesigning user flows and interfaces for a streamlined experience.

Enhanced the UX of Inkling's print and export feature.

Synthesized years of feedback to inform design decisions and presented findings at company-wide meetings. Prototyped an updated user interface, documented, and handed it off to engineering for development.

Led a 5-day Design Sprint to address user pain points with the Inkforms product, resulting in the creation of "Workflows."

Own Inkling's product design system. Led the revitalization of the design system by addressing poorly crafted assets, underrepresented platforms, and confusing documentation. The newly expanded design system was named the "Inkling Design Ecosystem" as it brought together multiple stand-alone systems for the product on web, Apple, and Android devices.

Education

Certification: Product Design @ Dribbble

June 2022

B.S. Degree: Visual Communication Design @ SFSU

May 2018

UX Expertise & Technologies

User-centered Design and The Design Thinking Process

User Experience Research (UXR)

Defining user needs, problem framing, and creating and testing hypotheses

Design ideation methodologies

Sketching, wireframing, and prototyping designs

Defining and conducting user tests

Synthesis and interpretation of user testing data

User interface (UI) design and interaction design

UI architecture and front-end frameworks

Design systems (for the web, Apple's HIG, and Material Design platforms)

Documentation for designers and developers

Figma, FigJam, Photoshop, Illustrator, InDesign

HTML, CSS, SASS, Webflow

Visit www.jrm.design/resume to see all of Jacob's experience, education, and design work.

