

Jordan Barhorst

Product Designer

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(513) 212-1578

Seasoned Product Designer with a proven track record of owning end-to-end product design processes. Great at collaborating with PMs, Engineering, and Leadership to ship B2B SaaS products that solve user problems and achieve business goals. Experience in early startups, agencies, and in-house.

EXPERIENCE

UX Lead | DUST Identity

July 2022 - August 2024

- **Owned UX initiatives** – responsible for strategizing, researching, ideating, and designing experiences
- Led research and design on DUST's first mobile app – resulted in reaching **150% of 2023 booking goals**
- Strategized with Product and Sales Leads on GTM strategy that resulted in **250+ new qualified leads**

UX Designer / Developer | Michelman

July 2018 - July 2021

- Strategized, designed, and coded new corporate website, **increasing customer satisfaction (NPS) by 70%**
- **Created enterprise-wide design system in Figma**, resulting in 33% less time spent designing
- **Mentored 8 Junior Designers**, providing design feedback and matching them with tasks to grow their skills

UX Designer / Developer | Openfield

November 2016 - July 2018

- **Shipped 5.75 projects per year** in a fast paced, award-winning agency setting.
- Wore many hats, including roles in design, development, user research, and brand design

EDUCATION

B.S., Visual Communications

Bowling Green State University
2009 - 2014

SKILLS & COMPETENCIES

- Expert-level in design tools (Figma, Sketch, Adobe CC)
- Specialized in User Experience (UX), User Interface (UI) design
- Deep knowledge of web and mobile design principles
- Ability to conduct and evaluate user research
- Ability to create wireframes, prototypes, and user flows
- Knowledge of usability testing and accessibility standards
- Proven ability to design, develop, and implement enterprise-wide design systems
- Excellent collaboration and communication skills
- Experienced in cross-functional collaboration
- Ability to prioritize and incorporate user feedback
- Experience in mentoring junior designers
- Up-to-date on design trends and emerging technologies
- Ability to manage multiple projects and meet deadlines
- Knowledge of front-end development (HTML, CSS, Javascript, PHP)
- Proficient in agile and scrum workflows