

# Jacob Medley

UX/UI Designer and Digital Strategist

w. jacobmedley.com  
e. hi@jacobmedley.com  
c. 561.350.8163



## Experience

### Senior User Experience Designer

Mutual of America Financial Group, Boca Raton, Florida  
2023 to Current

I lead the creation of Mutual of America's first design system, focusing on UX/UI design and design thinking to develop user-centric products. My collaboration with key stakeholders and teams aligns with business growth goals. I apply design thinking to turn complex problems into intuitive solutions, enhancing customer experience and driving innovative product development.

### Director UX/UI & Design

One Park Financial, Coconut Grove, Florida  
2021 to 2022

In my capacity as a design leader, I actively collaborate with teams across marketing, product, and technology domains to establish and uphold the highest standards in UX design. My expertise is exemplified in leading the development and roll-out of the "Hydra" Design System within OPF's application ecosystem, ensuring uniformity and excellence in design practices. This initiative underscores the integration of robust design principles, significantly enhancing the user experience and the functionality of our products.

### Sr. Manager of UX & UI Design

DentalPlans.com, Plantation, Florida  
2015 to 2021

I led the creation of a design system and code componentization, accelerating product design and marketing. My UX/UI design leadership, focusing on product partnerships, spurred substantial financial growth, accounting for 47% of new revenue, 27% of leads, and 20% of total revenue, demonstrating the value of strategic product design in business success.

### Sr. Digital Designer

Bluegreen Corp., Boca Raton, Florida  
2011 to 2015

As design lead, I drove our switch to a data-driven omnichannel platform and oversaw digital signage at 48 resorts, plus separate interactive kiosk projects. I played a key role in harmonizing our messaging, improving engagement, and boosting our market presence.

## Education

Full Sail University, Winter Park, Florida  
Degree in Digital Media Design

## Design Leadership

- Championing UX/UI design leadership, unifying design systems across digital applications within the organization.
- Proficient in leading design operations, streamlining workflows, and process management company-wide.
- Skilled in strategic UX roadmap development, aligning product design with business goals.
- Adept at heading both on-site and remote design and development teams.
- Expert in cross-departmental project management, coordinating across various time zones.
- Committed to upholding brand integrity and coding standards in product design.
- Leading collaborative workshops to bridge business, design, and engineering.
- Crafting user experiences that blend data-driven insights with empathetic design.

“I believe there is always a better way and together, we can find it.”

## Design Expertise & Skills

- Design Thinking
- User experience design
- User interface design
- Interaction design
- Visual Design
- User testing and research
- Wireframing
- Prototyping
- Designing for B2C and B2B
- Design Systems
- Responsive design
- Information Architecture
- Accessibility Design
- HTML and CSS
- Project Management
- Less and Sass
- Front-end development
- Bootstrap Framework

## Apps & Tools

- Figma
- Adobe XD
- Adobe Photoshop
- FigJam
- Miro
- Balsamiq
- Lucid Chart
- Adobe Target
- Optimizely
- SessionCam
- UserTesting.com
- Google Analytics
- Hotjar
- ChatGPT
- VS Code
- Sublime Text
- Jira
- Pipelines
- Bitbucket
- GitKraken