

Jeffrey Ross

UX/Customer Experience Designer

San Jose, CA · 669-289-9546 · uxjeffross@gmail.com · www.uxjeffross.com

PROFESSIONAL SUMMARY

Product Designer with nearly a decade in tech, most recently at PayPal. Specialized in end-to-end product design — from user research and prototyping to implementation and delivery — with deep experience building enterprise solutions at PayPal that served 20,000+ users and delivered measurable business impact including \$39K annual ROI.

CORE COMPETENCIES

UI/UX Design

User Research

Prototyping & Wireframing

Figma

Design Systems

Accessibility (WCAG/ADA) Strategy

Information Architecture

Interaction Design

AI/Conversational UX

Cross-Functional Collaboration

Agile Methodologies

PowerApps

HTML/CSS/JS

PowerAutomate

SharePoint

PayPal

9 years total: Product Owner (2016–2019) · UI/UX Designer (2019–2022) · Product Designer (2022–2025)

User Research & Design Thinking

- Transformed executive onboarding experience from 40-page PDF manual into digital workflow using design thinking methodology; conducted user research, designed intuitive multi-step interface with progress tracking and automated notifications, reducing process time from 8 hours to 2–3 hours (**75% reduction**) and serving **350+ executives**.
- Overhauled Stakeholder Management Platform UI/UX through user research and iterative design process; improved user experience by **85%** through modern interface patterns, simplified navigation, and intuitive information architecture.

Prototyping & Interaction Design

- Prototyped AI-powered Employee Virtual Assistant (EVA) featuring **10 conversational UI use cases** in Figma for PayPal Leadership Summit; completed rapid design in **18 days** showcasing enterprise search, document analysis, and productivity workflows.
- Led end-to-end design for Career Framework Application serving **20,000+ employees**; conducted stakeholder research, created Figma prototypes, and partnered with stakeholders through iterative feedback sessions to deliver Levels.fyi-inspired career progression platform.

Coding & Cross-Functional Collaboration

- Architected AI Model Legal Review application for Privacy and IP teams; built centralized approval and tracking interface for multiple stakeholder groups with streamlined workflows, delivering **\$39,200 annual ROI**.
- Developed Marketing Claims Management application centralizing **1,500+ approved claims**; designed self-service search and filtering interface reducing campaign development time and legal approval effort.
- Redesigned Role Access Creation workflow replacing ServiceNow form; delivered validated multi-step interface with automated ticket creation, improving SLA compliance by **95%** and eliminating **150+ hours annually**.
- Created self-service Calendar Delegation interface for executive admins; built intuitive permission management system reducing Executive Support Team workload by **100+ hours annually**.
- Shipped ECSM Business Review application for Customer Success Managers across APAC/EMEA/AMER; replaced Excel-based process with structured data entry and automated Active

- Directory integration saving **20 hours monthly**.
- Launched VEOQ vendor management platform replacing manual Smartsheet process; designed structured workflow interface for **100+ annual vendor requests totaling \$1M+**.

EDUCATION

Bachelor of Applied Science & Technology

Thomas Edison State University · Expected March 2027 · GPA 3.0

CERTIFICATIONS

UX Design Certification

Springboard · ID 65777

Certified Scrum Product Owner (CSPO)

Scrum Alliance · ID 000458041