# Jayesh Jain

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## EXPERIENCE

**emcee**                                                              New York City, New York, USA
**Founding Product Designer**                                                     February 2025 - Present

emcee is a social commerce platform for Gen Z influencers.

- Defining and leading the 0-1 design of **emcee iOS app**, shaping the product vision, core flows, and features that help Gen Z creators sell luxury fashion through content.
- Building a **scalable design system** and crafting creator-first flows that turn posts, videos, and stories into shoppable moments, ensuring consistency and a seamless experience across the app.
- Testing and iterating on concepts using motion, haptics, 3D, and audio while defining the product roadmap
- Translating raw insights from early adopters into **bold, testable UX bets**, from video-led discovery to simplified storefront creation- shaping a product that feels intuitive and expressive for creators.

**TYB (Try Your Best)**                                                                Remote, USA
**Product Designer**                                                    December 2024 - August 2025

TYB is a community rewards platform where fans earn rewards from their favorite brands (1M+ users, $20M+ raised).

- Owned end-to-end design across **TYB's ecosystem,** including consumer app, brand admin, Shopify widgets, and native integrations, creating a seamless and playful experience across all touchpoints.
- Drove product-led growth by launching **Obsessions (first UGC post type), Challenge Series, and TYB Shop** in close collaboration with the Head of Product, helping grow the user base from **200K to 1M+** while applying thoughtful gamification and engagement mechanics.
- Simplified wallet flows, enabling fan-earned coins worth over **$XM** to be redeemed in one seamless experience through generated discount codes and in-app checkout.
- Designed key aspects of the **Brand Admin (B2B product)**, including **member profiles and dashboards**, helping **200+ brands** like Rare Beauty, Urban Outfitters, poppi, Glossier, etc., visualize purchase behavior, track UGC, and gather meaningful fan feedback to inform product decisions and strengthen community-driven growth.
- Crafted **microinteractions and habit-forming patterns** that make engagement feel rewarding, expressive and socially shareable, appealing to **Gen Z users** passionate about beauty and lifestyle.

**Tradeblock**                                                                   Austin, Texas, USA
**Product Designer**                                                    April 2023 - November 2024

Tradeblock is a peer-to-peer sneaker marketplace with 400K+ users; raised $12M Series A.

- Led the design of Tradeblock's core Android, iOS, and web marketplace, shipping the **MVP in under 18 weeks** as sole designer and expanding it into a full-fledged auction platform in partnership with the CEO and CTO, unlocking trading, buying, and selling capabilities.
- Launched high-impact features such as **Offer Ideas** (AI-powered suggestions) and the **Bounty Program** (reward-based activation flow), contributing to **80,000 new users** and generating an **$XM revenue stream**.
- Redesigned the **admin panel** to cut customer support ticket resolution time by **98% (18 hours to 24 minutes)**, streamlining sneaker authentication and drastically improving operational efficiency.
- Created, maintained, and evolved a modular design system with scalability and intuitiveness in mind, drawing from Google's Material Design and Apple's Human Interface Design Guidelines.
- Owned product requirements and documentation for a team of 6 developers, resulting in faster development cycles, fewer design-related bottlenecks, and rapid iteration based on user feedback.

## EDUCATION

**MDes. Human Computer Interaction**, California College of the Arts           August 2021 - August 2022
**Bachelor of Engineering** (Mechanical), Mumbai University                     August 2015 - June 2019

## TOOLS

Figma, Figjam, Sketch, Adobe Creative Suite, G Suite, Miro, HTML, CSS, JavaScript, Webflow, Framer, Spline

## SKILLS

Design thinking, Interaction design, Visual design, Product design, User research, Prototyping, Systems thinking, UX writing, UX research, User interviews, Competitive analysis, Surveys, Contextual inquiry, Storyboarding, Affinity mapping, Personas, Wireframes, Journey maps, User flows, Sketching, Information architecture, Motion design, Heuristic evaluation, Usability testing, Product Management, A/B testing