Jesse Hoek

Senior Product Designer

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Experience

Shopify, Senior Product Designer

Jan 2024 – Present · Remote in Canada

- Contributed to the strategic product vision for the app platform, collaborating with product leads, engineers, and senior leaders
- Designed simplified app development workflows, delivering a more intuitive and focused experience
- Led the creation of a new design system for developer-facing surfaces, collaborating across many teams to ensure a high quality bar

Shopify, Product Designer

Jan 2022 – Jan 2024 · Remote in Canada

- Led design for a new unified deployment system for Shopify apps, leading to **+10%** in retained active developers and **+6%** in satisfaction
- Introduced platform primitives that other teams could build on, accelerating new product initiatives
- Led presentations to senior leadership to communicate user problems, designs, rationale, and trade-offs – to drive projects forward
- Planned and ran usability testing sessions, sharing findings with the team to inform product direction and prioritization

Zeitspace, UX Designer

Aug 2019 – Oct 2021 · Waterloo, ON

- Led design for **6** client projects across insurance, healthcare, automotive, real estate, fashion, and non-profit industries
- Designed high fidelity prototypes for an asset management web app, resulting in the client landing **5** large customer contracts
- Collaborated with clients and engineers in a fast-paced environment, to deliver projects within technical, budget, and time constraints

Carnegie Technologies, UX Designer

Oct 2018 – Jul 2019 · Waterloo, ON

- Led design for a new native iOS and Android mobile app that solves common network problems
- Built interactive code prototypes to visualize complex workflows and align stakeholders

Skills

Interaction design

Visual design

Design systems

Prototyping

Front end development

User research

Figma

HTML, CSS

JavaScript

Git, CLI tools

Education

Bachelor of Computer Science

Human-Computer Interaction Option, Co-operative Program

University of Waterloo

Sep 2013 – Aug 2018
Waterloo, ON

Internships

Zeitspace, UX Designer

Sep 2017 – Apr 2018
Waterloo, ON

Yelp, Front End Engineer

Sep – Dec 2016
San Francisco, CA

AppDirect, Front End Developer

Jan – Apr 2016
Montreal, QC