

Jordan Costley

Product Designer

JordanCostley.com

theJordanCostley@gmail.com

linkedin.com/in/JordanCostley

WORK EXPERIENCE

Product Designer / CINC

Lead Product Designer

Sep 2024 – Present

- Lead the design and contribute to the strategy of our web-based CRM, empowering real estate agents to efficiently nurture leads.
- Conduct user research to identify key pain points and develop streamlined solutions that enhance the prospecting to deal process.
- Mentor a junior designer, providing technical guidance and strategic support to help develop their product design skills.
- Collaborate with the design team to refine research methodologies, standardize design components, and improve developer handoff.

Product Designer II

Jan 2023 – Aug 2024

- Partnered with stakeholders to design intuitive CRM solutions, improving user engagement and task efficiency.
- Partnered with development team to design and implement a new component library.
- Participated in user research to better understand pain points.

Product Designer

Feb 2021– Dec 2022

- Assisted team in designing and exploring CRM features.
- Led the transition to Figma, streamlining collaboration and improving workflow efficiency across design and development teams.
- Collaborated with the product team to conduct user research, gathering insights that informed feature enhancements and UI improvements.

EDUCATION

B.S. Interactive Design

Kennesaw State University

Focus on interdisciplinary design skills to develop technical, theoretical, and problem-solving skills to create human-centered design solutions.

SKILLS & BACKGROUND

Tools

- Figma
- Figjam
- Sketch
- Photoshop
- Illustrator
- HTML & CSS

Technical

- UI Design
- Prototyping
- Visual Design
- Interaction Design
- User Research
- Usability Testing
- Information Architecture