PERSONAL INFO

Jadon Day Product Designer · Growth, Onboarding & Experimentation

designjadon@gmail.com • Franklin, TN · Remote

PROFILE

Product designer with 4+ years designing consumer mobile and web experiences, most recently owning end-to-end product and visual design on EveryDollar, a personal finance and budgeting app. Focused on growth and onboarding: shaping first-run experiences, running experiments and A/B tests, and taking 0–1 features from research through handoff. Contributing to design systems and using Claude Design and other AI tools daily alongside Figma to explore and prototype faster.

EXPERIENCE

Ramsey Solutions, EveryDollar — Product Designer

- Lead design for the first two minutes of onboarding, shaping early interactions that help new users understand the product, experience value quickly, and take the next step toward creating a budget.
- Drive growth outcomes across onboarding, trial starts, activation, and retention, using rapid experimentation and split testing to validate hypotheses and guide iterative improvements.
- Designed Focus and Goals, a 0–1 experience that helps users identify what matters financially, choose a goal to work toward, and connect their budget to meaningful progress.
- Partner with fellow designers to build the product design system, contributing foundations, components, patterns, and templates.
- Collaborate with product, engineering, and data partners to frame problems and move from discovery through handoff in an outcome-driven Kanban workflow.

Aug 2025 – Present

Trucks.com — UI/UX Designer

- Optimized search, navigation, and conversion paths in a consumer marketplace, helping shoppers move from broad discovery to relevant vehicle listings with less friction.
- Designed dealership acquisition and onboarding experiences that communicated platform value and supported dealer sign-up and inventory listing.
- Partnered with product and engineering to research user needs, prototype interactions, and deliver clear, usable experiences across the marketplace.

May 2024 – Aug 2025

Site Stacker — UI/UX Designer

- Led UX strategy and design for web, mobile, and software experiences serving nonprofits, with an emphasis on audience engagement, conversion, and donor giving.
- Designed core SaaS products, including content management and CRM tools, and dashboards that helped clients manage their digital presence.
- Ran client discovery to improve site performance and fundraising for organizations including Wycliffe Bible Translators and Ethnos360.

May 2022 – May 2024

Independent — Freelance UI/UX Designer

- Designed responsive web and mobile experiences for clients across industries, from consultation and research through wireframes, prototypes, and refined UI.

Mar 2022 – Present

South Tampa Fellowship — Youth Worship Director

- Led a full band through rehearsals, and scheduled and coordinated the team in Planning Center Services, maintaining shared resources so musicians arrived prepared.
- Built team culture by hosting band gatherings and team nights that strengthened connection and volunteer retention.

Apr 2023 – Jul 2025

SKILLS

Growth
Onboarding & activation, experiment design & A/B testing, conversion & retention

Design
End-to-end & 0–1 product design, visual & interaction design, responsive mobile & web

Systems & Research
Design systems & components, user research & prototype testing, journey mapping & IA

TOOLS STACK

Design
Figma, Claude Design & AI workflows, FigJam

EDUCATION

University of South Florida / Springboard — UX/UI Design Career Track

400+ hour mentor-led UX intensive with two capstones, a design sprint, and an industry placement.

Sept 2021 – Apr 2022