

Jay Hilwig

Senior Product Designer

jayhilwig@gmail.com

jhilwig.com | linkedin.com/in/jayhilwig

Summary

With 10+ years of experience at Amazon and multiple startups, I've led transformative projects ranging from anti-counterfeiting solutions to AI-powered real estate platforms. Holding an MS in HCI, I specialize in crafting impactful UX solutions that align user needs with business goals. Known for innovation and collaboration, I excel in driving efficiency and user satisfaction.

Professional Experience

Aloft Appraisal

Senior Product Designer | May 2023 – May 2024

- Designed an AI-powered platform revolutionizing real estate appraisals, **reducing appraisal time from 2–4 hours to 45–60 minutes**.
- Reimagined workflows using triangulated research methods (interviews, roundtables, surveys).
- Created and maintained the 'Sound UI' design system, enabling cohesive and efficient product development.

Amazon

Senior UX Designer | October 2014 – March 2023

Transparency

- Led UX design for Amazon's anti-counterfeiting serialization service.
- Enhanced user trust with redesigned customer touchpoints like Search, Detail, and Progress Tracker pages.
- Improved brand onboarding UX, **increasing activation rates by 35%**.
- Boosted purchase rates by **2%** and decreased product returns by **6%**.

Buyer Risk Prevention

- Designed ML-driven workflows for fraud prevention and customer safety.
- Resolution time for accounts "frozen" due to suspicious activity dropped from 2-3 business days to approximately **5 minutes** with self-service options.
- False positives (good actors flagged as suspicious): Decreased by **2%**.
- False negatives (bad actors flagged as honest): Decreased by **5%**.

Customer Service Tech

- Overhauled Amazon's Customer Service Central tools.
- Reduced the onboarding time for new customer service representatives from 8 weeks to just **2 weeks**, significantly accelerating proficiency and productivity.

Startup Experience

Contributed to four engineering-led startups, driving innovative solutions in data compression, early location-based services, and customer self-service tools.

- **Centri Tech**, I helped optimize large-scale data compression.
- **Pyng.me**, I developed location-based notifications and real-time family mapping.
- **SnapIn**, I designed self-serve mobile features to streamline customer service, which was acquired by Nuance for \$180 million.

Core Competencies and Technical Skills

- **Tools:** Figma, Sketch, Adobe Suite, Axure, Webflow.
- **Design Systems & Component Libraries:** Expertise in Figma, including design tokens and scalable systems.
- **Simplifying Complex Workflows:** Designing seamless experiences for data-intensive and technical applications.
- **ML/AI-Powered Product Development:** Translating complex machine learning capabilities into intuitive, user-friendly interfaces. Vercel OpenAI API
- **User research:** Experienced with interviews, roundtables, unmoderated testing (UserTesting.com, Qualtrics), and novel technologies like [eye tracking](#), heatmaps, and clickstream analysis.
- **IDE and Framework Expertise:** Proficient with Android Studio, Xcode, Ionic Framework, and Vercel.
- **Front-End Development:** Skilled in HTML, CSS, JavaScript, and Perl; experienced with frameworks like React, Bootstrap, and Material Design, Amazon Rio/Cloudscape.

Education

[MS HCI](#), Iowa State University

BFA, Hartwick College

Patents

Design patents from work at [Microsoft](#) and Amazon.