



# Jay Hilwig

## Senior Product Designer

[jayhilwig@gmail.com](mailto:jayhilwig@gmail.com) | (206) 383-0572

[jhilwig.com](http://jhilwig.com) | [linkedin.com/in/jayhilwig](https://www.linkedin.com/in/jayhilwig)

**Summary:** Senior Product Designer with 15+ years of experience at Amazon and three startups, leading UX for anti-counterfeiting, fraud prevention, and customer engagement. Recently designed an AI-powered real estate appraisal platform at Aloft Appraisal. Skilled in user research, design systems, and agile methodologies. MS in HCI with multiple innovation awards.

## EMPLOYMENT



Aloft Appraisal, Senior Product Designer

May 2023 - May 2024

- Designed AI-powered platform at a small startup, revolutionizing real estate appraisal process.
- Reimagined appraisal workflows using triangulated user research (1-1, roundtables, surveys).
- Created and evolved 'Sound UI', our design system that streamlined product development and boosted team collaboration through ongoing refinement.



Amazon, Senior UX Designer

October 2014 - March 2023

### Transparency

- Led design and research for Amazon's anti-counterfeiting serialization service.
- UX vision for high-traffic customer experiences, Search, Detail, and Progress Tracker pages.
- Designed intuitive tools streamlining Transparency workflows for brands such as Dell, Samsung, and Apple.

### *Key Achievements*

- Led high-traffic customer experience design and research, boosting brand trust by 15%.
- Created the onboarding UX for brands, resulting in a 35% increase in brand activation, enhancing trust and engagement.
- Designed intuitive tools that significantly reduced brands' operational time and decreased the need for additional operations headcount.

### Buyer Risk Prevention

- Designed and researched workflows focused on safeguarding customers and deterring fraudulent activities.
- Led development of internal tools and self-service solutions improving operational efficiency.

## *Key Achievements*

- Customer facing workflows reduced false positives by 25% and enabled immediate case resolution, cutting operational resolution time from 2-3 days.
- Account security redesign reduced fraud-related calls 28%.
- New purchase flows decreased fraudulent transactions 35% YoY.

## **a** Customer Engagement Technology

- Led complete redesign of Customer Service Central, the system Amazon uses to resolve customer issues.

## *Key Achievements*

- Guided workflows for customer service associates resulted in:
  - a) Increasing calls handled per hour by 25% through efficiency gains.
  - b) Reducing product returns by 12% and enhancing associate performance metrics.
  - c) Boosting associate proficiency by 22% and customer satisfaction scores by 16%.

## CENTRI

Centri Technology, Senior Product Designer

January 2013 - July 2014

- Led mobile data optimization startup's design, focusing on data visualization and prototypes.

## NUANCE

Nuance, Senior UI Designer

October 2008 - January 2013

- Applied UCD principles to create mobile and speech-based task flows for enterprise clients.

## **EDUCATION**

MS, HCI, Iowa State University

BFA, Fine Art, Hartwick College

## **Awards & Honors**

Amazon Inventor Award

[Microsoft Patent Award](#)

**Core Competencies:** Agile, Competitive Analysis, Concept Design, Customer Engagement (CX), Design Systems, Heuristic Analysis, Human-Computer Interaction, Product Design, Prototypes, Responsive Design, Startups, Storytelling, Task Analysis, User Research, User-centered Design (UCD), Wireframing

**Technical Skills:** Adobe Certified Expert (AfterEffects), Adobe Suite, Axure, Eyetracking, Figma, HTML/CSS/JavaScript, Qualtrics.com, SaaS, Sketch, Slack, useresting.com

