

Jai Tejero

UX/UI Designer bridging research, strategy, and design to create meaningful digital experiences.

jaitejero@icloud.com · 714-864-4683 · jaitejero.com · linkedin.com/in/jaitejero

EXPERIENCE

Lead User Experience Designer

Feb 2022 – Present

Dentsu / Merkle

- Led UX for a cybersecurity client's portal transformation, enabling a membership model shift from free to paid—the redesigned purchase experience drove significant first-month revenue, validating the UX investment and unlocking a new business model for the organization.
- Shaped the brand extension for a major financial services client, redesigned the menu structure—a solution later adopted across their internal products, establishing them as a leader in digital experience innovation in their organization.
- Selected for Dentsu's 2024 Game Changing Talent (GCT) program, a competitive cohort for purpose-driven leadership development.

Senior UX/UI Designer

Oct 2020 – Feb 2022

Academy Sports + Outdoors

- Led the navigation and menu redesign from research through delivery, driving a strategic direction that elevated the brand to compete more boldly in the market; improved product category findability through a restructured menu and unlocked new opportunities for the business to reach customers at relevant points in their search journey.
- Designed end-to-end artifacts: wireframes, high-fidelity prototypes for stakeholder presentations and usability studies to annotated dev-ready files.

Senior Visual Designer

Aug 2016 – Oct 2020

Softway Solutions

- Designed an interactive infographic that transformed into a breadth of impactful initiatives, strengthening the client-agency relationship and directly achieving the client's core objectives—driving measurable increases in organizational awareness, cultural shift, and adoption across recruitment processes.
- Collaborated with content and multimedia teams to deliver cohesive, story-driven experiences through brand design, digital products, environmental graphics, and multimedia production.

For work history prior to 2016, visit linkedin.com/in/jaitejero

EDUCATION

Bachelor of Science in Graphic Design

The Art Institute of CA – Orange County · 2012

CAPABILITIES

DESIGN & EXECUTION

UX/UI Design
Design Systems
Component Design
Responsive Design
Accessibility (WCAG)
Wireframing
Prototyping
Annotation
Dev Handoff
Design QA

RESEARCH & STRATEGY

User Research
Usability Testing
Heuristic Evaluation
Competitive Analysis
Journey Mapping
Stakeholder Interviews
Service Blueprint Design

SOFT SKILLS

Cross-functional Collaboration
Presentations
Design Critique & Feedback
Mentorship

TOOLBOX

Figma
Illustrator
Photoshop
After Effects
UserTesting
Optimal Workshop
FigJam
Miro
Microsoft Office 365