

Experience

Bergdorf Goodman | Senior Manager, Product Design

UX lead for ongoing site and app replatforming. Working with multiple agencies and teams across the business to uncover opportunities, surpass best practices, and bring our brand POV forward in a unique way.

2022 — PRESENT • NEW YORK, NY

Tiffany & Co. | Manager, Digital Product Design

Ideate and research new site experiences to meet changing business goals. Own digital product design for all site features. Establish consistent design language and pattern library. Concept, wireframe, and build prototypes for internal reviews and user testing. Partner with product managers and developers to see a design through to deployment. Set the standard for strategy and partnership with cross-functional teams—including senior leaders in product management, marketing, site content, site merchandising, and consumer insights—to take work from ideation to reality. Collaborate with product and engineering leadership to determine design scope, strategic direction, and potential risk. Directly manage, mentor, and review the work of the digital product designer.

2021 — PRESENT • NEW YORK, NY

Tiffany & Co. | Senior Digital Product Designer

Collaborated with teams across the company to find solutions to and enhancements for the website layout and functionality to meet changing business needs. Liaised between digital designers, content team, developers, and consumer insights to create wireframes, prototypes and user flows that were tested and developed. Proposed and designed new methods for site layout and structure based on user data and research.

2020 — 2021 • NEW YORK, NY

Tiffany & Co. | Digital Designer, Content Strategy

Led the creative content migration during the 2018–2019 site re-platforming, working closely with different teams to ensure that all business needs were met. Trained all team members on new software and new workflows. Continued to design seasonal email and site campaigns. After the launch, my title remained the same but my role pivoted to focus on UX and Product Design, working under the new Director of Experience Design and Strategy.

2017 — 2020 • NEW YORK, NY

Lord & Taylor | Senior Web Designer

Designed seasonal email and site campaigns, working under the Web Design Manager.

2016 • NEW YORK, NY

Unique Vintage | Graphic and Web Designer

Ran the web and graphic design department for a small fashion e-commerce company and worked on everything design-related, including site re-platforming, company re-branding, coding/implementing/optimizing email campaigns and workflows, coding website updates, retouching all marketing photos, social campaigns, merchandising assets and designing all printed materials from packaging to advertising to custom fabrics.

2012 — 2016 • LOS ANGELES, CA

Skills

Design

Wireframing Prototyping User Flows
Journey Mapping Interaction Design

Research

Usability Testing Survey Personas Design Research

Tools

Figma Sketch InVision Zeplin Adobe CC

Development

HTML/CSS JavaScript

Education

Eugene Lang College, New School University

Bachelor of Arts; Writing, Literature and Publishing

2002 — 2005 • NEW YORK, NY

About

Hi, I'm Jeralyn—a Digital Product Designer based in New York City. I've been passionate about designing websites since I first taught myself HTML over twenty years ago.

My background spans web design, (light) front-end web development, and various back-end systems. Over the years, I've concentrated on combining these facets into clean, user-focused experiences.

The core of my work lies at the intersection of user-centered design strategy, holistic product vision, and visual design. I believe design is a powerful tool to guide business decisions and create meaningful experiences that connect with users through interactions, environments, services, and products.

With a passion for design and a desire for new challenges, I am happiest when I collaborate with multidisciplinary teams across an organization to create solutions that directly impact the business.

Outside of work, I'm an avid reader as well as a former DJ with an extensive record collection, and I love introducing my three-year-old son to new music. We spend most of our weekends trekking all over NYC, exploring everything the city has to offer.