jordan yep

Product Designer

www.jordanyep.com
jordanyep@gmail.com

EXPERIENCE:

Jostle
July 2021 - Present

Product Designer

- Led the implementation of dark mode and established a scalable design token strategy, defining over 40+ tokens that achieved 100% WCAG 2.2 colour accessibility and ensured platform-wide design consistency
- Drove the UX strategy for Jostle Search with a cross-functional team, improving metadata matching, expanding search coverage from 90% to 100% of the platform, and adding 11 new searchable content types, which resolved 10+ customer pain points on the roadmap and produced more relevant search results
- Refactored the Figma library by integrating variant-based prototyping, fostering a prototyping-first approach that improved design efficiency and feature communication across teams

SAP
May 2019 - Aug 2020

User Experience Design Intern

- Introduced voice integration for the mobile app, the most requested feature, collaborating with 3+ product experts and engineers to drive alignment and execution
- Redefined the design strategy for a content management feature by introducing scalable metadata cards and improving content translation workflows, collaborating with 2 designers to ensure consistency and usability
- Outlined the future vision documentation for 3+ mobile features, shaping the roadmap to improve mobile-to-desktop feature parity and long-term scalability

City of Vancouver
May 2018 - Aug 2019

User Experience Design Intern

- Revamped the election vote planning microsite by co-leading user testing with a focus on accessibility, informing the priority for specific scope changes that resulted in a 48% increase in saved plans by citizens
- Launched the new Guide experience section of the City's website, collaborating with content strategists to deploy 2 initial guides, and growing to 12 by 2024
- Pitched and accelerated the internal migration to Figma, eliminating ineffective tooling and establishing a design library with 40+ components within 3 months

EDUCATION:

Bachelor of Arts, UX Design
Apr 2020

Simon Fraser University

SKILLS:

Design & Coding:

UX Design, Product Design, UI Design, Prototyping, Interaction Design, Design Tokens, Design Systems, Accessibility, Product Strategy, HTML, CSS, JS, Astro, React

Tools:

Figma, Sketch, Flinto, ProtoPie, FigJam, Miro, Storybook, JIRA

SPEAKING:

Stockholm Xperience Pre-Conference
Nov 2024

A Path to Accessibility by Tokens

Vancouver Design Community
Mar 2024

Diving Into Design Tokens Workshop

Vancouver UXxUX Conference
Aug 2023

Overtokenizing the Design Token