

Jarel Mitchell • Product Designer | AI-Augmented Design • Design Systems

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PROFESSIONAL SUMMARY

Product Designer with 3+ years designing AI-powered web and mobile products for consumers, executives, and enterprise teams. Expertise in Figma (Components, Auto Layout, Variables, Libraries), design systems, tokens, mixed-methods research, and accessibility (WCAG AA). I direct AI agents (Claude Code, Figma MCP) from design spec to working prototype, and carry products from discovery through shipped release. A decade of U.S. Army leadership in recruitment marketing and enterprise adoption grounds a Master of HCI and Design from UC Irvine and a BS in HCDE from the University of Washington.

SKILLS

Design: Figma (Components, Auto Layout, Variables, Libraries) • Design Systems • Design Tokens • Rapid Prototyping • Accessibility (WCAG AA) • Interaction Design • Information Architecture • iOS & watchOS Design • Typography
AI Tools: Claude Code • Figma Console MCP • Cursor • Elicit • ChatGPT Codex • Gemini • Generative AI
Research: Usability Testing • User Interviews (semi-structured) • Jobs-to-be-Done (JTBD) • Journey Mapping • Competitive Analysis • Contextual Inquiry • Surveys • Usability Benchmarking • User Needs Analysis • Thematic Coding
Development & Analytics: React • Vercel • HTML/CSS • Google Analytics • A/B Testing • Jira

EDUCATION

Master of Human-Computer Interaction and Design Sep 2026
University of California, Irvine

Bachelor of Science in Human Centered Design and Engineering Jun 2023
University of Washington | HCDE Impact Award for Leveraging VR for Childcare Training capstone, selected from 50 teams

EXPERIENCE

Product Designer - Esthesis Consulting Jun 2023 - Present

- Owned end-to-end design of e-commerce and mobile web experiences for 4 clients selling physical products online
- Designed a mobile flow where customers tap a garment's smart tag to unlock digital content: 97% success, 220+ users
- Found buyers engaged once post-purchase; redesigned content with evolving rewards, sustaining engagement 4+ weeks
- Ran mixed-methods discovery (30+ interviews, 10 competitive audits) to define positioning and the buying journey
- Presented concepts to stakeholders, shipping launches into Grammy-nominated artist's 115K-member Discord

Visual Designer, Recruitment Marketing • Supply & Logistics Sergeant - U.S. Army Feb 2010 - Dec 2019

- Eliminated brand inconsistency across 40+ recruiting centers by building a scalable design system, reducing rework
- Standardized visual strategy across 6 state regions by turning recruiter field insights into leadership-backed guidelines
- Raised recruiting landing page sign-ups 20% by finding drop-offs in Google Analytics and A/B testing fixes
- Led 50+ person unit adoption of Army-wide enterprise resource planning system, training users and authoring procedures

SELECTED WORK

Prototyping & Tech Lead - CEO XB: AI-Powered Executive Peer-Accountability Platform 2026

- Shipped a 40-screen React web app whose AI drafting (Anthropic API) grounds each draft in the member's own history
- Delivered the client a production-accurate Figma library: 13 components powering 269 instances across 40 screens
- Restructured the app's AI drafting from generator to editor after 75% of testers preferred writing their own text
- Trained 3 designers to ship coded research prototypes with Claude Code, authoring the team's AI prototyping runbook

Product Designer - STOA: AI-Powered Wearable & Mobile Anxiety Intervention App 2026

- Built 10 high-fidelity mobile screens in Figma with a 109-token design system at WCAG AA
- Specified design intent, system rules, and interaction logic as an executable spec for Claude Code and Figma MCP
- Validated anxiety detection by user-testing a simulated wearable (Wizard-of-Oz) that signaled stress via LED cues
- Synthesized 42+ academic sources across 6 research questions into empathy maps and Jobs-to-be-Done frameworks