Jonathan Shechtman

Lead UX/UI Designer

My Portfolio
LinkedIn
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EXPERIENCE

Lead UX/UI Designer / Mixbus Marketing
Los Angeles, CA / Mar 2025 – Present

Full-time Mar 2025 – Oct 2026; continuing as contract designer Oct 2026 – Present

- Owned design **end to end** as the agency's **sole designer**, partnering with artists, clients, marketing, and leadership from discovery through **developer handoff**.
- Designed the official website for singer-songwriter **Stacey Ryan** (1.6M+ monthly listeners) for the rollout of her debut album *Blessing in Disguise* and first headlining tour, increasing concert ticket click-throughs **3x** in the first month after launch.
- Redesigned the website for **Jeff Friedl** (A Perfect Circle, Puscifer), replacing a hard-to-navigate site with a clear booking flow that **doubled** lesson bookings and drove **2.5x** more recording session requests.
- Designed an end-to-end online photography course using **Figma Make**, building and maintaining its **design system** and custom components; launched with a **13% free-to-paid conversion rate**.
- Redesigned the studio website for **Sweetwater**, increasing studio bookings **1.5x**.
- Redesigned the **Blackbird Academy** website, **doubling** prospective student inquiries for its **$25K**, six-month program.

UX/UI Design Intern / Shure Inc.
Chicago, IL / Jun 2023 – Aug 2023

- Designed and published **15+ reusable audio-focused components** for Shure's Prism 3 **design system**, improving consistency and cutting manual adjustments for the internal design team.
- Built wireframes and high-fidelity workflows for Wireless Workbench in **Figma**, raising error-handling success by **60%** across user tests with **10 participants**.
- Optimized wireless microphone monitoring tools for live performers, unifying RF power metering and audio monitoring in one interface; **designs remain a reference** for the current team.

UX/UI Designer / Sizzle
Los Angeles, CA / Jan 2023 – Jun 2023

- Designed high-fidelity data visualizations for patient dashboards in **Figma**, with dietitians rating their understanding of data trends **8.7/10** in post-test surveys.
- Designed a notification system for a patient-facing platform, defining notification patterns and interaction behaviors aligned with **Apple HIG** and **Material Design**.

PROJECTS & LEADERSHIP

Finalist, OpenAI GPT-5 Hackathon / Cerebral Valley
San Francisco, CA / Aug 2025

- Designed the **user flow, branding, and UI components** for Dress2Impress, a GPT-5-powered game where players style a 3D AI-generated avatar of themselves against an AI opponent; placed **4th of 95+ submissions** and demoed on stage as **1 of 6 finalists** to investors including Sarah Guo and Alfred Lin.

Lead Designer, StyleList / Llama 4 Hackathon
Seattle, WA / Jun 2025

- Led design of StyleList, an open-source AI fashion stylist that turns a user's photo into styling advice, shoppable product picks, and virtual try-on moodboards; **placed 7th**, with the **design singled out as a standout**, and earned **80+ GitHub stars**.

Lead UX/UI Designer + Co-Founder / Moments
Seattle, WA / Nov 2023 – May 2025

- Won the first-ever **iStartup Lab award** out of **70+ teams**, securing **$3K+ in funding**; led design through beta, reaching **50+ beta users**.

EDUCATION

University of Washington / Seattle
Degree: B.S. in Informatics, Human-Computer Interaction

Graduated: June 2024
GPA: 3.96 – Summa Cum Laude

SKILLS

Design: Interaction Design, Visual Design (Typography, Layout, Color Theory), Design Systems, Wireframing, Prototyping, Responsive Design, User Research, Usability Testing, Heuristic Evaluation, Journey Mapping, Agile

Technical: HTML, CSS, JavaScript, React, Bootstrap, Automatic.css (ACSS)

Tools: Figma, Figma Make, Claude Code, Webflow, Framer, Adobe Creative Suite (Photoshop, Illustrator), FigJam, Miro, Jira, Notion