

Austin “AJ” Edelman

UX Designer | Product Designer | Enterprise UX

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CAREER SUMMARY

UX Designer and Product Designer with 8+ years of experience across web, SaaS, and enterprise applications, backed by 15+ years of software development and interactive design experience. Experienced translating complex business and user needs into intuitive workflows, user flows, wireframes, prototypes, and production-ready experiences. Strong background in enterprise UX, workflow design, usability, analytics, accessibility, and cross-functional collaboration with Product, Engineering, business stakeholders, and users. Technical foundation across HTML, CSS, JavaScript, SQL, APIs, data flows, and Agile product development.

CORE SKILLS & COMPETENCIES

UX & Product Design: User-Centered Design, Interaction Design, User Flows, Information Architecture, Wireframing, Prototyping, Workflow Design, Usability, Responsive Design, Accessibility, Design Systems

Research & Discovery: User Research, Stakeholder Interviews, User Interviews, Journey Mapping, Workflow Analysis, Usability Testing, Product Discovery, Analytics & Behavioral Insights

Product & Collaboration: Product Strategy, Agile/Scrum, Cross-Functional Collaboration, Design Workshops, Stakeholder Facilitation, Design Handoff, Requirements Definition, Backlog Prioritization, QA & Testing

Technical: HTML, CSS, JavaScript, SQL, APIs, System Integrations, Data Flows, GA4, Looker, Amplitude

Tools: Figma, Miro, Jira, Confluence, Asana, Airtable

PROFESSIONAL EXPERIENCE

Plexel | Sept 2024 – Present

UX & Digital Consultant

- Translate ambiguous business goals and user needs into defined product experiences, workflows, priorities, and implementation plans.
- Evaluate user needs, business objectives, and solution options to simplify scope and improve the overall experience before implementation.
- Lead discovery sessions and stakeholder interviews, synthesizing requirements into clear recommendations, user flows, and prioritized solutions.
- Identify usability, requirements, dependency, and technical gaps early to reduce rework and improve the quality of delivered experiences.
- Develop UX recommendations that balance user needs, business goals, technical constraints, accessibility, and implementation considerations.

Web2carz.com LTD | July 2020 – Sept 2024

Product Manager / UX Lead

- Led UX and product development for 15+ web and SaaS initiatives, partnering with Product, Engineering, business stakeholders, and vendors from discovery through release.
- Led the redesign of a custom enterprise CRM by analyzing complex workflows, gathering user and stakeholder requirements, defining improved user flows, and coordinating design and engineering implementation.
- Designed and developed web applications by translating business and user needs into user flows, wireframes, prototypes, interaction patterns, responsive interfaces, and production-ready solutions.
- Facilitated discovery and design sessions with stakeholders and Engineering to simplify workflows, resolve usability issues, and align solutions with technical constraints.
- Reduced post-launch issues by 20% through stronger requirements, usability reviews, acceptance criteria, QA collaboration, and iterative design feedback.

Web2carz.com LTD | July 2016 – July 2020

Lead UX Designer & Developer

- Increased conversion rates by 23% by analyzing customer behavior, identifying experience gaps, and leading UX improvements that contributed to more than \$200K in enterprise contract renewals.
- Designed and developed web applications by translating business and user needs into user flows, wireframes, interaction requirements, responsive interfaces, and production-ready solutions.
- Used SQL, GA4, and Looker to analyze customer behavior and product performance, using behavioral insights to guide UX and product improvements.
- Led stakeholder design reviews and iterative feedback throughout development, improving handoffs between design, development, QA, and business teams.
- Collaborated directly with stakeholders and Engineering to evaluate usability, technical feasibility, accessibility, and implementation tradeoffs across the SDLC.

Divine Design Marketing LLC | June 2015 – July 2016

Lead UX Designer & Frontend Engineer

- Designed and developed custom websites and web applications by translating client goals, user needs, and business objectives into intuitive digital experiences.
- Created page structures, interaction patterns, responsive interfaces, and frontend implementations while collaborating directly with clients throughout the design and development process.
- Balanced usability, visual design, technical feasibility, and business requirements to deliver production-ready web experiences.

EDUCATION & CERTIFICATIONS

- **B.F.A., Web Design and Interactive Multimedia** | Illinois Institute of Art
- **Enterprise Design Thinking Co-Creator** | IBM
- **Certified Scrum Master (CSM)** | Scrum Alliance
- **Data Analytics Professional Certificate** | Google