

JARED GENTZ

HE/HIM

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Located in South Lake Tahoe, CA

EXPERIENCE

Get April — Senior Product Designer, Jan 2023 - Feb 2024

In my time with April I focused on three main projects. The first was a ground up product development for an embedded product focused on year round tax engagement which launched with a major payroll company. It allowed users to estimate their taxes and adjust their paycheck withholding. Next I redesigned the home page and navigation of the April app. Lastly, in the lead up to tax season I was the primary designer involved in our effort to support nationwide tax filing. This required organizing and distilling requirements from many sources, and creating highly complex conditional flows.

Freelance Product Designer — May 2021 - Dec 2022

Boston Consulting Group: Helped a major healthcare client, kick off a mobile app redesign. I designed a lead a workshop to align business and customer needs, leading to the establishment of project OKRs and product roadmap.

Finexio: Lead a redesign of customer dashboard as designer/PM. Conducted user/stakeholder interviews and established a product roadmap with product leaders. Added several features and enhancements to the existing product, increasing self service capabilities for users.

PlushCare Led design on the member experience team. Responsible for all projects on member facing applications across web, IOS, and Android.

Fjord — Designer, May 2019 - May 2021

Completed projects in Healthcare, SAAS, Financial services, and Retail. I often contributed to projects from the research phase, through wire framing, detailed design, and user testing.

Parasail Health — Designer, June 2016 - May 2018

One man design team from Pre-Seed to Series A. Responsible for product, brand and marketing design. Designed, built, and tested, provided customer support for (blood sweat & tears etc.) iterations of multiple user facing products. Provided art direction and creative for marketing campaigns and printed collateral.

Freelance Designer — June 2015 - May 2019

Clients Include Aluna.io, Brightwing Media, Bookish Design Chronicle Books, Churchill Design Studio, and more!

PBlasio & People — Intern/Junior Designer, March 2014 - June 2015

Learning the ropes as a young gun. Primarily web based projects including, e-commerce, automotive advertising, and Affordable Healthcare Act portal.



Education

College for Creative Studies
Bachelor of Fine Arts, Graphic Design, Aug. 2011- May 2015

Things I can do

Sketch, Figma, Design Systems, UI & UX Design, Wire-framing, User Flows / Journey Mapping, Design Research, User Interviews, Adobe Creative Suite, HiFi prototyping, Motion Design, Managing teams/projects.

Things I do outside of work

I love spending time outside with my partner and our dog. Mountain biking, backcountry skiing, fly fishing, and all the other things Tahoe offers. Ran out of time in our interview? Ask me about the time we paddled across Canada to the Arctic Ocean.