

JACOB KORNFELD

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EDUCATION

DePaul University — Chicago, IL

B.S. User Experience Design, June 2026

WORK EXPERIENCE

Caterpillar CPM Interface Redesign — UX / HMI Designer | Jan 2025 – June 2026

- Redesigned a payload monitoring interface for heavy machinery operators, focusing on glanceability, safety-critical feedback, and reduced cognitive load.
- Researched operator workflows, vibration conditions, environmental constraints, and in-cab attention demands to shape interface structure.
- Built interactive prototypes and simulation concepts for payload tracking, capacity states, alerts, and camera-supported decision-making.

Northwestern University — UX Research Intern | Apr 2024 – Feb 2025

- Conducted usability testing, interviews, heuristic evaluation, and cognitive walkthroughs for an education-focused digital experience.
- Synthesized findings into personas, wireframes, interaction flows, and stakeholder-facing research presentations.
- Collaborated with researchers, designers, and developers to improve navigation clarity, communication systems, and user comprehension.

Reference Eye (AI Tool) — UX Researcher | Sep 2024 – Dec 2024

- Led foundational research for an AI-powered fashion reference platform focused on discovery, and result comprehension.
- Identified clarity, trust, and discoverability issues that informed interface direction and API experience testing.
- Evaluated how users interpret AI-generated references and translated findings into product and interaction recommendations.

Scoops & Kettle Website Redesign — UX Designer | Oct 2024 – Feb 2025

- Redesigned the brand and e-commerce experience across product discovery, customization, cart behavior, and checkout flow.
- Built responsive layouts in Figma and HTML/CSS while improving usability, accessibility, and purchase confidence.
- Used competitive analysis and usability testing to clarify navigation, product selection, and mobile-first shopping behavior.

Arc'teryx Equipment — Product Guide | Mar 2023 – Present

- Guided clients through technical layering systems, garment selection, fit, and environment-based styling recommendations.
- Communicated fabric performance, construction details, and functional garment systems.
- Developed strong client-facing communication and product recommendation skills.
- Supported retail presentation standards and visual organization.

SKILLS

Design & Research: User Research, Usability Testing, Research Synthesis, Wireframing, Interaction Design, Information Architecture, Experience Mapping, Prototyping, E-Commerce UX, HMI / Safety-Critical Interfaces,

Tools: Figma, Adobe Photoshop, Adobe Illustrator, HTML/CSS, VS Code, Miro, Notion

Retail & Product: Technical Apparel, Styling Support, Client Interaction, Visual Merchandising

PROJECTS

Portfolio: jkornfeld.com