

JACOB KORNFELD

UX DESIGNER

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UX designer focused on making complex, high-stakes systems easier to understand and use. Experience spans safety-critical interfaces, e-commerce, education, and AI-supported tools, with an emphasis on translating user research, usability findings, and operational constraints into clear product decisions.

EXPERIENCE

UX / HMI Designer - Caterpillar CPM Interface Redesign

Aug 2025 - Jun 2026

- Redesigned a payload-monitoring interface for excavator operators, prioritizing capacity, alert states, and dump readiness while targeting a 50% smaller screen footprint.
- Conducted task-based usability testing to evaluate operating-state recognition and identify confusion between current and predicted payload values.
- Iterated across nine operating states and capacity thresholds, refining visual hierarchy and amber-orange alerts to reduce misinterpretation under divided attention.

UX Research Intern - Northwestern University

Apr 2024 - Feb 2025

- Conducted user interviews, usability testing, and heuristic evaluations across two education programs, identifying friction in eligibility, navigation, and application status.
- Mapped journeys across applicants, district employees, and program staff, translating research findings into clearer workflows and actionable design recommendations.

UX Designer - Scoops & Kettle Website Redesign

Oct 2024 - Feb 2025

- Redesigned the discovery-to-checkout experience for an e-commerce brand, using competitive analysis and usability findings to address navigation and purchase-confidence issues.
- Created responsive Figma prototypes and HTML/CSS layouts that strengthened information hierarchy, product discovery, and mobile usability.

UX Researcher - Reference Eye (AI Tool)

Sep 2024 - Dec 2024

- Conducted user research for an AI-powered fashion reference platform, identifying friction in content discovery, user trust, and interface clarity.

Product Guide - Arc'teryx Equipment

Mar 2023 - Jun 2026

- Translated customer questions about fit, technical features, and product comparisons into clear recommendations that supported confident purchasing decisions.

INDEPENDENT PROJECTS

Relay: Designed a workforce-scheduling prototype connecting employee and manager workflows through shift management, rules-based coverage, and AI-assisted decision support.

Global Buyer Intelligence System: Built a retail analytics dashboard tracking sell-through, product performance, and competitive positioning to support purchasing decisions for Komune NYC.

SKILLS

UX Strategy & Research: User Interviews, Usability Testing, Task Analysis, UX Evaluation, Research Synthesis, Journey Mapping
Interaction & Product Design: Information Architecture, Wireframing, Prototyping, Interaction Design, Accessibility, HMI, E-Commerce UX

Product Analysis & Tools: Workflow Analysis, Behavioral Insights, Figma, FigJam, Adobe Creative Suite, HTML/CSS, JavaScript, VS Code, Miro

EDUCATION

B.S. User Experience Design - DePaul University, Chicago, IL

June 2026