JUMAR T. BALACY

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Senior Product Designer

Enterprise product designer with 10+ years designing enterprise products and complex B2B interfaces. At Amazon, I designed internal tools for supply chain operations across Product Lifecycle Management (PLM), Costing, Kitting, Supplier Business Review, and Environmental Compliance.

PROFESSIONAL EXPERIENCE

UCSC Silicon Valley Extension | Instructor, UX Capstone — Sep 2024 – Present

- Teach the capstone course for the User Experience and Web Design certificate (UEWD.X490), guiding **12 students across 3 cohorts**, both local and international, through a full client project from research to a high-fidelity interactive prototype.
- Redesigned the curriculum around AI-assisted design, where students use **Claude Code, Vercel, Supabase, and Figma MCP** for research synthesis, design exploration, and rapid prototyping, and are graded on their design judgment.

Amazon Devices | UX Designer — Feb 2021 – Nov 2025

- Prototyped an early-stage AI-assisted UX research tool that joined 1:1 semi-structured interviews to transcribe audio and generate summaries, **cutting synthesis time by ~50%** (60 to 30 min) per participant.
- Owned UX for a decision-audit interface that let Sales Ops govern automated warranty-vs-resale decisions across 2.6K inventory rules previously managed by hand. The launch category was projected to reclaim **~$13M in revenue**, with **~400 hours a year** saved across the full 16-category rollout.
- **Cut presentation prep by an estimated 90%** by designing Supplier Business Review across Amazon's $1B+ Devices business, from scoring and comments to auto-generated review decks. Added admin tools for editing scoring rubrics, a dashboard rolling up scores, and support for two teams' separate templates within the existing system.
- **Reduced edit interaction cost by 57%,** from 7 clicks and 2 modals to 3 clicks, by leading UX for change request routing in Amazon's PLM system. Redesigned a social media style timeline into a matrix showing 10+ reviewers on one screen, including who rejected a change and why.
- **Co-led a year-long usability benchmark** of Amazon's internal PLM platform, owning the Change Order half from moderation through analysis and reporting. Change Order redesigns I led improved usability scores from 84.95% to **86.58%, above the old system's 86.15%**, helping the platform clear its migration target.

Perficient Digital | UX Architect – Contract — Oct 2020 – Feb 2021

- **Built the foundational components for the design system now known as Helix**, intended for Ascension's 145 hospital and 40 senior living sites. Consolidated buttons, form elements, alerts, and containers that had drifted between sites into single Figma components covering every type and state.

Johnson & Johnson Robotics | Senior UX Designer – Contract — Feb 2020 – Oct 2020

- **Led UX for surgical tool exchange and the table remote** on Johnson & Johnson's Ottava robotic surgery platform, where the remote repositions the surgical table and drives its motorized base. Designed flows and animated prototypes in Figma and tested early concepts with surgeons. Ottava received **FDA authorization in 2026**.

Symantec | Senior UX Designer Dec 2015 – Feb 2020

- Established the first design process for Symantec's 1,300+ person support organization as its sole designer, replacing PowerPoint wireframes with research, analytics, and prototypes, and embedding UX steps in its product development workflow.
- Introduced Figma to the team and built an atomic library in it, **replacing 136 colors and 27 font families** with a brand-approved palette and type scale, which engineering coded into components.
- Led UX for the support.symantec.com redesign, named a **Top Ten Best Support Website** by the Association of Support Professionals, restructuring the site around articles, where ~80% of customers entered.
- **Increased online cases created by 107%** by redesigning MySymantec ticket creation from 7 steps to 3, freeing call center agents to solve issues instead of creating tickets manually.
- **Cut analytics setup from 1 month to under 10 minutes** per tracking variable by implementing Google Tag Manager across both support properties, then used the data to cut broken links from ~4,200 to ~90.

EDUCATION | CERTIFICATIONS

B.S. Information and Computer Science | UC Irvine Graduated 2003

User Experience and Web Design Certificate with Honors | UC Santa Cruz Completed 2018

SKILLS & TOOLS

Design: Design systems, interaction design, information architecture, prototyping, data-dense enterprise UI

Research: Usability benchmarking, 1:1 semi-structured interviews, usability testing, research synthesis

Tools: Figma (MCP, component libraries, variables, modes), Sketch, AWS Cloudscape, Claude Code, VS Code, Vercel, Supabase