Jason Bayly

jasb72@gmail.com | +1 (310) 739-1629 | LinkedIn | jasonbayly.com

Summary

Over 15 years of commercial experience in product strategy, research, product design and production. I specialise in experience design, wireframing/prototyping, concept and interaction design, information architecture, user research, user testing, journey mapping, functional specification, technical writing and production leadership. I'm happiest surrounded by a multidisciplinary team that I can nurture, inspire and influence using design thinking techniques as the foundation for shared success.

I'm a passionate product creator and love designing for all screens, devices and use cases. I'm able to think big and then architect the micro ensuring any solution produced delivers upon both business and user needs. I bring teams together to understand the user, the problem, explore solutions and use research to ensure what is designed and produced is not only fit for purpose but seeks to delight.

Experience

2018 - Present **Eventbrite San Francisco**

Principal/Lead User Experience Architect

- Design and Research Lead on the Consumer team, envisioning the event attendee experience, solving event discovery across multiple platforms.
- Developed a comprehensive UX strategy and vision for the consumer experience.
- Developed a practise of empathy based design and product development to ensure familiarity and relatability to target personas/users.
- Created and managed a user research panel of users, running numerous mixed method research studies. Supporting both road map and lean experimentation based product development in service of creating a retentive product.
- Team lead for 5 product designers and researchers located in 2 geos across web and native platforms.
- Numerous design projects, using design sprints to ensure cross functional representation, ideation, knowledge sharing and alignment.

2013 - 2018 **Senior User Experience Architect**

- Lead architect on the Reserved Seating self service product. Which includes browser based applications for organizer seat map creation, event management and attendee seat selection and purchase.
- Reserved Seating enabled a new annual 7 figure revenue stream (80% plus QoQ growth) by catering to an untapped need in the event organizer market for a completely self service reserved seating event solution.
- Lead a cross functional team through the process of problem definition, discovery, ideation, user research, testing and design specification.
- Collaborated with native mobile teams to incorporate the product into box office and on-site applications for day of event management activities.

- Performed numerous research studies to understand usage, user needs, areas of improvement and help guide the product roadmap.
- UX architect on updating Eventbrite's organizer payment systems, unblocking points of pain and friction around setting up and receiving payouts for ticket sales.
- Designed the first version of the Eventbrite organizer wallet for creating and storing payout instruments. Experience design of the system to enable organizers to feel in control of knowing payout status (reducing CX contact).

2010 - 2013   **Fairfax Media, Creative Services Unit - Sydney, Australia**
Senior User Experience Architect
- Worked across a range of digital products including Domain.com.au, Drive.com.au, RSVP.com.au, Stayz.com.au, SMH.com.au and more.
- Area of focus was transactional digital businesses and two sided marketplaces.
- Was the lead architect on the first Real Estate iPad application to launch into the Australian app store. No 1 in Aust. App Store Lifestyle Category 2011 & 2012
- Designed web and native product features that unlocked millions of dollars in revenue through differentiated real estate listings and paid sponsorship deals.
- UX lead on Fairfax Media's user membership product, delivering a design solution to address account problems across the network of 5 million users.
- Designed and launched the Drive.com.au news and classifieds listing iPad app.
- Redesigned numerous websites including InvestSmart.com.au, theVine.com.au, agTrader.com.au
- Designed numerous web and native mobile apps for Domain.com.au, Drive.com.au, MyCareer.com.au.
- Mentored and lead multidisciplinary teams of architects, designers and developers.

2007 - 2010   **Moon Communications - Brand, Advertising & Creative Agency - Sydney, Australia**
User Experience Architect & Technical Producer

2001 - 2007   **Advertising, Marketing and Digital Media Companies - Sydney, Australia**
Web Developer & UI Designer

Education

Bachelor of Science - Digital Communication Design (Equivalency)
CUNY New York City College of Technology

As part of moving to the US I had my professional experience and credentials reviewed by CUNY and have been awarded an equivalency degree in Bachelor of Science - Digital Communication Design. Full documentation available upon request.

Associate Degree - Integrated Multimedia Development
TAFE NSW (Technical and Further Education), 1998 - 2000
A multifaceted 2 year course teaching the skills and processes needed to work in the multimedia design industry.

Awards & Recognition

- 2016 Winner Interaction Category at the Core77 Design Awards (Reserved Seating Platform - Eventbrite)
- 2015 Finalist Interaction Design Association (IxDA) Awards (Seat Designer Application - Eventbrite)
- 2014 Notable Award in the Interaction Category at the Core77 Design Awards (Seat Designer Application - Eventbrite)
- 2011 & 2012 Best Classifieds AMIA Award, Domain.com.au iPad & iPhone Apps
- 2011 Best Audience Migration to Mobile, Australian Mobile Awards, Domain.com.au

Patents Pending

- 14/476,590, USA - Creating a Ticket Template for an Event
- 14/099,828, USA - Ranking Reserved Seating on Event Management Systems

For more information refer to my [LinkedIn profile](#) or portfolio at [jasonbayly.com](#).