



# Jake Reátegui

PRODUCT DESIGNER



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Product designer who frames the problem, makes the calls, and builds the thing. 15 years across web, product, and email. The latest: a customer email program, zero sends to seven-figure revenue.

## EXPERIENCE

### UI/UX Designer Stampin' Up!

2022 to present

- Built the customer email program from zero sends to seven-figure revenue across 14 markets.
- Launched back-in-stock alerts in all 14 markets at once; \$3M+ in attributed sales.
- Designed and shipped e-commerce and marketing experiences in Sitefinity and Userpilot, lifting homepage engagement and conversions.
- Designed and built the Dynamic Link Generator, cutting sends per campaign from 14 to 7.
- Led onboarding for a new platform end to end: opt-in tour, on-page callouts, and a theme other teams reused.
- Designed a product-release calendar system that scales to dozens of launches a year, halving its page weight under hard CMS budgets.
- Redesigned the demonstrator sales dashboard twice under hard constraints; delivered 36 dev-ready charts.
- Built tools, templates, and automations the design team adopted, now used beyond design.

### Senior Graphic Web Designer Franklin Planner

2015 to 2021

- Led web, email, catalog, and product design as one multidisciplinary practice.
- Managed a remote creative team of four across concept, photo, and video.
- Drove a full brand and site redesign that contributed to 5% year-over-year growth; designed three flagship planners.

### Graphic Artist Natural History Museum of Utah

2013 to 2015

- Designed exhibit graphics: plaques, large-format banners, vinyl, and signage.
- Ran the marketing push for the museum's relocation across print, web, and digital.
- Managed vendors, pricing, and press checks.

## SELECTED WORK

### Back in Stock →

\$3M+ attributed sales across 14 markets

### Customer email program →

Zero sends to a seven-figure revenue line

### Pathfinder design system →

A concept system carried from Figma to shipped, tested code

### Dynamic Link Generator →

Campaign sends cut from 14 to 7

## CAPABILITIES

### PRODUCT & UX

Information architecture · interaction flows · prototyping · usability testing · motion

### DESIGN SYSTEMS & TOKENS

Token architecture · component libraries · reusable UI and email templates

### EMAIL & LIFECYCLE

Consent architecture · opt-in strategy · welcome and restock programs

### ANALYTICS & MEASUREMENT

Consent-gated GA4 · attribution and UTM systems · Lighthouse performance

### BUILD

HTML, CSS, JavaScript · React, Astro · Agentic workflows (Claude Code, Codex)

### CROSS-MARKET

Design ops and localization-ready systems across 14 international markets

## EDUCATION

### Entertainment Arts & Engineering

University of Utah · 2013 to 2016

### Humanities

Salt Lake Community College · 2009 to 2012

## CERTIFICATES

### Google UX Design

Coursera

### Web Applications Development

Salt Lake Community College

### Google Ads

Analytics, Video, and Display Ads

### Multimedia Certificate

Academy of Information Technology

## TOOLS

Figma · Adobe CC · Sitefinity · Google Analytics · GTM · Blender · Cinema 4D · Mailchimp · SendGrid · Userpilot · Claude · Zapier