

PORTFOLIO SUMMARY

Jacob Perez

Senior Product Designer

18%

Sales lift via IA restructuring

15+

Enterprise projects shipped

90%

Labor reduction (United Way)

150%

System speedup (BYU)

CURRENT ROLE

Senior Product Designer

Wells Fargo · April 2022 – Present

SME: ADA, Design Systems, Public Site

SPECIALIZATION

- ◆ Enterprise Fintech & Systems Design
- ◆ ADA & Accessibility Architecture
- ◆ Design Systems at Scale
- ◆ Agentic AI Product Development

PREVIOUS

BYU Office of IT · 2019–2022

UX/UI Designer & Product Owner

PUBLIC CASE STUDIES

- 18% Sales Lift: Clover Go/Flex Migration
- Clover Gateway Migration
- Co-Brand Compare Tables
- Personal Loan Redesign
- 150% Speedup: BYU Tuition Benefits
- 90% Labor Reduction: United Way
- My Financial Center

AI PRODUCTS

Arkena — app.arkena.ai

AI research audio app, independently shipped

Portfolio Chat — discover.jacob-perez.com

An AI built to tell his story

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