

JAKE RUEF

Lead UX & Product Designer

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PROFESSIONAL SUMMARY

Lead UX & product designer who turns complexity into clarity and clarity into stronger product decisions. Over 15 years at a global talent acquisition SaaS company whose platform serves 600+ employers, including Fortune 500 enterprises, across 9 countries, I became the person teams relied on for product thinking and UX guidance. Alongside designing enterprise career sites and contributing to select platform initiatives, I increasingly focused on the systems and practices that helped teams approach UX more consistently and deliver stronger career site experiences. One lesson became clear: the hardest product challenges rarely come from a lack of ideas; they come from a lack of shared understanding. That's where I do my best work, turning shared understanding into better outcomes.

CORE CAPABILITIES

Product Discovery • Product Thinking • Problem Framing • Systems Thinking • UX Strategy • Accessibility • Cross-functional Communication • Decision Facilitation • Technical Collaboration • Design Enablement • Mentorship & Training • Stakeholder Alignment • Information Architecture • Design Systems

PROFESSIONAL EXPERIENCE

Lead User Experience (UX) Designer

Radancy (formerly TMP Worldwide) • Chicago, IL • Feb 2015 - Jun 2026

Served as Radancy's primary UX design resource for enterprise career site experiences built on its proprietary CMS, with reach extending across other platform products.

- **Standardized the organization's UX intake for career site projects** by creating a UX brief and page requirements workbook with clearer questions and guidance on what designers needed.
- **Created the organization's central UX knowledge resources:** the UX Hub, a five-session training curriculum, and monthly UX calls, which together equipped 20+ creatives across global offices to handle simple wireframing independently and champion stronger UX decisions within their teams.
- **Became the go-to person for product thinking beyond career sites**, applying that same judgment to other areas of the platform, including the organization's job distribution product.
- **Helped creative teams make more consistent, confident design decisions** by co-owning the organization's Pattern Library and helping evolve it into a trusted design system used company-wide.
- **Brought career site product expertise to Radancy's AI initiative** (spanning AI-powered search, results, job-summary, and chat assistant features) by auditing early work, reframing the team's approach, and translating that thinking into concept directions and documentation that helped shape the launched experience and established a foundation for future iterations.

Senior Art Director / Art Director

Radancy (formerly TMP Worldwide) • Chicago, IL • Jun 2011 - Feb 2015

Designed 100+ enterprise career sites on Radancy's platform, working with organizations ranging from small businesses to large global enterprises.

- **Led the design of complex career sites**, balancing business goals, brand storytelling, information architecture, and technical implementation.
- **Became a trusted translator between technical and design thinking for colleagues and customers alike**, aligning creative, development, and business teams while building confidence in design decisions through clear reasoning.
- **Informally mentored less experienced creatives on digital and UX fundamentals**; that pattern led me to propose a new UX-focused position to leadership, opening the path to the Lead UX Designer role.

Web Content Specialist

Jockey International • Kenosha, WI • Jul 2010 - Jun 2011

Built the foundation for my career collaborating with marketing, creative, and development teams on digital experiences for Jockey's e-commerce and marketing initiatives.

- **Designed digital marketing campaigns for Jockey's men's product line**, translating business objectives into cohesive experiences across email, web, and digital advertising.

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma, Sketch, Axure RP

AI-Assisted Development: Claude Code

Visual Design: Adobe Photoshop, Adobe Illustrator

EDUCATION

Bachelor of Arts in Graphic Design, Minor in Multimedia

University of Wisconsin–Whitewater • Whitewater, WI