

# Jacob Balanescu

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**Portfolio:** [www.jbalanescu.com](http://www.jbalanescu.com) | **LinkedIn:** [www.linkedin.com/in/jbalanescu](http://www.linkedin.com/in/jbalanescu)

## PROFILE

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UX/UI and product designer with a strong background in graphic design and a specialization in information architecture. Skilled in web, interaction, and application design, with expertise in wireframing, prototyping, user research, workflow optimization, mentorship, and providing metric-focused insights on brand identity and product strategy.

## WORK EXPERIENCE

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### Forrester

*UX Designer*

**July 2021 – January 2025**

*Cambridge, MA*

- Spearheaded the design of Forrester's Reprints Hub, enabling customer self-service and streamlining internal ops, saving \$2M annually by reducing third-party vendor reliance.
- Championed the design of the Report Product Indicator (RPI) tool, reducing administrative tasks and report searches by a magnitude of over 40%, boosting CSM efficiency.
- Contributed to over a third of Tempo, Forrester's scalable design system, creating reusable Figma components to streamline workflows and ensure UI consistency.
- Mentored junior team members and interns in UX design principles, best practices, project management, documentation hand-offs, and cross-department collaboration with product strategists, owners, and developers.

### Source Code

*Lead UX Designer*

**July 2019 – July 2021**

*Waltham, MA*

- Drove all UX deliverables to meet SEO guidelines by conducting comprehensive audits across Source Code and its affiliated websites, including those of acquired companies (Thinkmate, Silicon Mechanics, Broadberry, Integrated IT).
- Conducted user interviews and survey inquiries with stakeholders to identify pain points and needs, translating insights into the redesign and cloud migration of a B2B SaaS internal application suite.
- Oversaw and mentored a team of developers, collaborating with software architects. Utilized user-centered and object-oriented design principles, leveraging Google Analytics for data-driven decisions.

### Source Code

*UX Designer*

**June 2018 – July 2019**

*Waltham, MA*

- Developed interactive prototypes with functional HTML, CSS, and JavaScript components, streamlining user engagement and user testing during the design process using Axure and Adobe CC.
- Ensured interactive prototypes met WCAG accessibility guidelines, improving usability for custom server configuration workflows within an agile environment.
- Supported marketing efforts by creating brand assets and guidelines, designing show booth panels, producing web graphics, and technical writing contributing to an annual revenue increase of over 12%.

### Freelance

*Senior Graphic Designer*

**July 2008 – June 2018**

*Greater Boston, MA*

- Drove visibility for local Boston enterprises through digital ad campaigns, commercials, posters, logos, and brand counseling.
- Conducted assessments to define business needs, target audiences, evaluate competition, and establish branding guidelines for B2B and B2C clients, driving an average annual revenue growth of over 30%.

## **EDUCATION**

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**The New England Institute of Art**  
*Bachelor of Science and Digital Media Production*

**August 2011**  
*Brookline, MA*

## **SKILLS**

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User Research, User Testing, User Experience (UX), User Interface (UI), Information Architecture, User Flows, Prototyping, Wireframing, Graphic Design, Responsive Design, Project Management, eCommerce, Brand Development, Accessibility, Product Strategy, Agile, Leadership, Teamwork and Collaboration, AI Prompt Engineering

## **TOOLS**

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Figma, FigJam, Axure, UserTesting, Confluence, Adobe CC, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, WordPress, Google Analytics, Quantum Metric, Smartsheet, AirTable, JIRA, Slack, MS Teams, Microsoft Office and Excel, ChatGPT, Claude