Will Jeudy

Principal Product Designer/Developer - Wellington, Florida

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Product Design & Engineering

Principal Product Designer with 18+ years of experience designing and delivering high-impact digital products, combining advanced UX/UI design with full-stack development across frontend and backend systems.

Specialized in crafting scalable, intuitive, and high-performance user experiences, bridging design and engineering to translate complex ideas into production-ready solutions.

Expert in UX strategy, interaction design, user research, and data-driven decision-making, with a strong focus on optimizing user journeys and delivering measurable product outcomes.

Deep experience building and implementing design systems, component-based architectures, and responsive interfaces across web and mobile platforms.

Operate at the intersection of product design and engineering, developing end-to-end solutions that enhance usability, performance, and system scalability.

CORE EXPERTISE

Product Strategy & Leadership

UX/UI Strategy & Experience Architecture

Full-Stack Product Development (Front-End & Back-End)

Design Systems & Scalable Frameworks

User Research, Behavioral Insights & Data-Driven Design

Interaction Design & Advanced Prototyping

Information Architecture & Experience Modeling

Accessibility & Usability Standards (Heuristics, WCAG)

AI-Driven Product Design & Automation

Cross-Functional Leadership & Team Development

eCommerce & Digital Product Strategy

Blockchain & Decentralized Systems Consulting

EXPERIENCE

Stackt, Wellington, FL — *Chief Product Officer*

2021 - PRESENT

- Lead end-to-end product strategy, design, and development across all client and internal projects.
- Manage and mentor a cross-functional team of designers and developers, ensuring high-quality, timely delivery of scalable digital products.
- Collaborate with stakeholders, engineers, and business leaders to define product vision, translate requirements into actionable solutions, and drive execution from concept to launch.
- Design and implement scalable UI/UX systems and design frameworks, improving consistency, development efficiency, and product performance.
- Conduct user research, usability testing, and data-driven iterations to continuously optimize user experience and product outcomes.
- Operate as a full-stack developer, building and integrating front-end and back-end systems, APIs, and infrastructure to support product functionality and scalability.
- Oversee product lifecycle, aligning market needs, business goals, and execution to deliver high-impact digital experiences.

ComplyRight/Taylor, Pompano, FL — *Principal Product Designer*

2017 - 2021

- Led UX/UI strategy and execution across multiple SaaS products, delivering scalable, high-impact user experiences from concept to launch.
- Defined and enforced design standards, systems, and best practices to ensure consistency, quality, and efficiency across all digital products.
- Partnered with product, engineering, and executive leadership to shape product direction, align business objectives, and drive execution.
- Delivered end-to-end product design through advanced prototyping, interaction design, and high-fidelity UI, clearly communicating vision across stakeholders.
- Operated as a full-stack front-end developer, building responsive, production-ready interfaces across web and mobile platforms.

Formstax (New Product)
- Led the design and experience strategy for a next-generation tax platform, redefining and streamlining the online tax filing experience.
- Drove high-value UX improvements focused on performance, usability, and conversion optimization.

HR Direct SmartApps
- Architected and designed a suite of enterprise HR applications, including Employee Records, Attendance, Time Off, and Compliance systems.
- Delivered cohesive, cross-platform experiences across desktop, tablet, and mobile, ensuring usability, accessibility, and scalability.
- Directed user-centered design strategy through research, validation, and iterative optimization.
- Translated complex requirements into structured user flows, system-level design solutions, and scalable interface frameworks.

Corporate Website & Digital Ecosystem
- Led the redesign and replatforming of the corporate website and digital ecosystem.
- Directed brand, UX/UI, and digital experience across marketing, eCommerce, and product touchpoints.

3dcart/Shift4Shop, Tamarac,FL — Senior *UX/UI Designer/Developer*

2012 - 2017

Directed all creative efforts of this SaaS eCommerce platform including software UX/UI, branding, art direction, ad creation, creative and technical copywriting, email marketing, software templates, designer/developer supervision, HTML/CSS technical recommendations, marketing strategies, coordination of trade shows and print media.

- Developed and executed the brand strategy, designed the software's UX/UI, and created the corporate website along with all associated marketing materials.
- Provided UX/UI supervision and art direction for the eCommerce design division.
- Led the creative copywriting for marketing and user interfaces with minimal guidance.

TECHNICAL & DEVELOPMENT

Full-Stack Development (Front-End & Back-End Architecture)

Modern Front-End: HTML5, CSS3, Component-Based Systems

API Design, Integration & System Architecture

CMS & Web Platforms: WordPress, Webflow

Performance Optimization & Scalable Infrastructure

DESIGN + PLANNING TOOLS

Design:
Figma, Sketch, Adobe XD, Axure, Adobe Creative Suite

Prototyping and Collab:
Axure, Miro, Figma

AI-Augmented Workflow & IDEs:
Cursor, Visual Studio

Planning:
Trello, Jira, Confluence, Slack

LANGUAGES

French, English

- Coordinated corporate trade shows and provide support to our design partners and SEM division.
- Instrumental in improving the UX/UI and marketing media for the launch of version 3.2 resulting in the doubling of our customer base.
- Introduced new technically efficient templates based strictly on CSS for rapid development, decreased inconsistencies and testing time as well as improving visual appearance.
- Designed over 200 Online Stores and 78 Web Templates
- Successfully defined, executed, and managed all solutions projects, ensuring their timely delivery, yielding increased conversion rates.
- Accountable for the development and refinement of eCommerce strategies, including gathering requirements, designing solutions, conducting QA/testing, and overseeing program design, and execution.

EDUCATION

Florida Atlantic University, Boca Raton, Florida — *Information Systems Management*

2005

Northwood University, West Palm Beach,Florida — *Information Systems Management, Product Design*

2006

Université Ofechad/ESIAMEJ, Port-au-Prince, Haiti — Music/*Psychology*

2007

WORK QUALITIES

User-centric design awareness. Understanding of project lifecycles while integrating AI-driven approaches, while maintaining focus on user needs, business goals, and objectives. Leadership and mentoring qualities. Comfortable working in a remote environment while collaborating with team members and clients. Laidback team player with a no-nonsense, results-driven approach to getting stuff done.