Jasmin Aydinli

Product Designer

Turning complexity into clarity

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📍 Los Angeles

🌐 Portfolio:

Jasminaydinli.com

SKILLS

UX Research • Interaction Design • Prototyping • Information Architecture • Accessibility • Design Systems • Agile Collaboration

TOOLS

Figma • Jira/YouTrack • Miro • Confluence • Google Analytics • Hotjar • Usertesting.com • Dscout

Languages

Spanish - Fluent

English- Fluent

Education

B.A. Communication Studies (Minor in Marketing) — California State University, Long Beach

About Me

Product Designer with experience designing large-scale marketplace and internal systems across health, home, and commerce platforms (WebMD, Medscape, ApartmentRatings). I specialize in turning complex, manual workflows into intuitive, data-driven systems that improve efficiency, trust, and decision-making at scale. My work has driven measurable impact, including 100% traffic growth, 80% efficiency gains, and products used by millions of users.

Experience

Product Designer — Internet Brands (WebMD) | Sept 2021 – Present

- Designed and launched the Exchange Task Center dashboard, doubling traffic (+100%) and improving operational accountability across teams.
- Replaced manual Excel-based workflows with a digital Order Management Tool, increasing efficiency by 60% and reducing errors by 80%.
- Designed Verified Reviews to strengthen trust and transparency, impacting 17M+ users and 5K+ clients.
- Partnered closely with product managers, engineers, and stakeholders to define requirements, iterate on solutions, and ship scalable features.
- Improved content discovery and engagement (+15%) by redesigning community navigation and information architecture.
- Led homepage redesign for ApartmentRatings, integrating Verified Reviews and epIQ to improve renter education and decision-making.
- Launched AI-powered Trending Topics in Reviews to improve discoverability and insight extraction from user feedback.
- Built a client-facing Banner Scheduling Tool, increasing ad scheduling efficiency by 80%.

UX/UI Designer — Lipidy | Feb 2020 – Sept 2021

- Led UX design and research for a health tracking app used by thousands, translating complex medical data into clear, actionable experiences.
- Conducted user research and iterative prototyping to improve usability, engagement, and feature adoption.

Account Manager - Professional Produce | May 2015 – June 2020

- Built client relationships and supported operational workflows in a fast-paced business environment.