JARED KENNEDY

Founding Designer

Crypto & trading | Zero-to-one products | AI agents & automation

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PROFILE

Founding designer with over a decade of experience taking products from early concepts through launch and growth. Sole product designer on Vector, owning design from an early trading demo through consumer, social and professional trading experiences, up to its acquisition by Coinbase.

Works directly with founders and engineers to shape direction, explore ideas without established design patterns, and turn complex workflows into clear product experiences. Combines autonomous execution with collaborative product judgment, spanning product design, brand and design systems. Recent work includes integrating AI agents and automation into design workflows.

EXPERIENCE

VERY

Founding Designer | Full-time | Just under a year

Joined an early team building palm-based identity verification, with responsibility for redesigning the iOS product and updating the brand.

- Redesigned the complete iOS app, establishing a cohesive visual and interaction direction informed by native iOS conventions.
- Refreshed the brand alongside the product, bringing the company's identity and app experience into alignment.
- Used AI agents and automation in day-to-day design workflows.

VECTOR

Founding Designer | Full-time | Just under 2 years

Sole product designer for Vector, a Solana trading product. Owned design from an early demo through the product's evolution and acquisition by Coinbase, working directly with founders and the leadership team.

- Led design as Vector evolved from a consumer trading concept into social trading experiences and professional desktop trading tools.
- Defined interaction patterns for social trading, translating an emerging product concept into mobile and desktop experiences.
- Helped shape the roadmap and priorities as part of the leadership group, evaluating opportunities and keeping the team focused on the core product.
- Established the product's visual direction, brand and design system.
- Owned brand and marketing design alongside the product, coordinating external creative support as the team's needs grew.

#PAID

Founding Designer to Head of Design | 2015-2023

Joined as the company's first designer and grew into Head of Design. Helped shape the product, design team and company direction as #paid developed a SaaS platform and two-sided marketplace connecting brands and creators.

- Led design through two major evolutions of the product, spanning mobile and desktop experiences for both sides of the marketplace.
- Helped grow the design team while remaining involved in product direction and hands-on design.
- Worked closely with founders and participated in investor conversations during the company's growth and fundraising.
- Returned for a subsequent brand engagement, redesigning the identity now live on the company's website.

SELECTED CONSULTING & EARLIER WORK

Motion | Contract design engagement

Helped an influencer marketing product team incorporate AI workflows into its design process.

Aera, Push Science & redtag.ca | Earlier product design engagements

Worked on early product development and digital experiences across independent engagements and in-house roles, spanning product design, UI/UX and front-end development.

RED Academy | Instructor, UI & UX Design | 2017-2019

Taught UI and UX design alongside professional product work.

CORE EXPERTISE

Zero-to-one product design; crypto and trading experiences; product strategy and prioritization; interaction and visual design; mobile and desktop products; prototyping and user testing; design systems and Figma; brand direction; AI agents and workflow automation; design team development.

EDUCATION

Sheridan College | Web Design & Development

Memorial University of Newfoundland | Studies in Geology / Earth Science