

JASMINE BEEMAN

Senior Product Designer

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SUMMARY

Senior product designer with over five years on eBay's Seller Experience team, designing native mobile and responsive web tools that help sellers list, manage, and fulfill. I take problems from framing to launch, build components other teams adopt, and set up workflows that keep design, product, and engineering in sync.

EXPERIENCE

eBay

Jan 2021 – Oct 2026

Senior Product Designer, Seller Experience

Jun 2022 – Oct 2026

- Led end-to-end design of the redesigned listings management experience on native mobile (Listing cards on the Listing and Selling Landing pages, a matching Orders page, and a new Listing details page), slated to launch in late 2026, to help sellers act faster on the listings that need attention.
- Created a framework that makes it clear to sellers which recommendations are optional and can be done anytime, and moved secondary details into the new Listing details page so the Listing page (and its web table) gives sellers a quick snapshot.
- Drove partially defined work to help establish the selling domain, a library of selling-specific components and patterns now used across the team, including the Listing card and recommendation banners I created; the banners are being explored for broader use across the design system.
- Built and defended a seller-first point of view on the cards: pushed back on adding more information that would have recreated the clutter of the live experience, and aligned partners on making Listing and Order cards consistent, so other teams can adapt one framework to their own jobs to be done.
- Streamlined design-to-engineering handoff: connected Figma Dev Mode status changes to Jira and Slack so developers are notified of every file update, built example-rich handoff files that rarely prompt follow-up questions, and created a Figma file template the team has used for years to organize and kick off new projects.
- Sped up prototyping with AI and code: built a custom Figma plugin with Claude that fills designs with realistic listing data, and deployed coded prototypes on Vercel to explore interactions like the Listing details traffic section and how Order statuses work together.
- Served as an official mentor twice through eBay's mentorship program, helped onboard new designers, and shared team work with the Design Org at Design Pulse.

Senior UX Designer (Contract), Seller Experience

Jan 2021 – Jun 2022

- Redesigned Seller Center on eBay's design system as my first project, and built a Seller Center module kit other eBay teams still use.
- Designed eBay Assistants, seller education and update experiences, for web and native (launched on web).
- Began leading design for eBay's bulk listing tool, which lets sellers create and edit many listings at once in a table; converted to full-time in June 2022.

Jasmine Beeman LLC • Independent Product Designer

May 2019 – Mar 2021

- Neogov (Sep 2020 – Mar 2021): Built the company's first design system for its web products.
- Swenson He (May 2019 – Feb 2021): Designed iOS and Android apps, brand identity, and marketing for agency clients.
- Pixoul (Jun 2019 – Jul 2020): Reworked a client site's workflows through journey mapping, prototyping, and testing.

EDUCATION

Master of Professional Studies, UX/UI Design — Maryland Institute College of Art

2021

Bachelor of Arts, Graphic Design — California State University, Northridge

2016

SKILLS

Design: Product and interaction design, native mobile, responsive web, design systems, prototyping, research, accessibility

Program & collaboration: Design-to-dev handoff workflows, cross-functional planning, Agile/Scrum, critiques

Tools & code: Figma (incl. Dev Mode), Jira, Slack, Adobe Creative Cloud, Asana, Airtable, Claude, Vercel, HTML, CSS, Sass