

## Jonathon Thomason

Experienced UX designer, researcher, developer, educator

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### **Eaton** | (Contract) UX Architect: 1.23 - 4.23

- Defined UX architecture for project management and ordering applications on [eaton.com](http://eaton.com)
  - Led discovery meetings, conducted user interviews, tests, documented findings
  - Recognized redundancies in applications and interaction flows
  - Initiated design system consolidation
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### **PepsiCo – Technology Innovation** | (Contract) UX Lead, Center of Excellence: 03.22 - 09.22

- Crafted winning UX RFPs for internal PepsiCo teams
  - Redesigned mobile interface of PepsiCo's employee portal and automated email system
  - Developed heuristic reviews, usability test plans, personas and customer journey maps
  - Guided UX webinars, workshops, and discovery meetings while creating educational UX content
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### **Magellan Jets** | (Remote) UX Lead, E-Commerce, Rebrand: 07.20 - 11.21

- Led end-to-end UX design for a private jet booking application and flight support tools
  - Managed website refresh and information architecture
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### **Carnival Cruise Line** | (Miami, FL) UX Lead, Booked Guest & Marketing 05.16 - 11.19

- Redesigned Carnival's Booked Guest E-commerce through research, testing, design and analytics
  - Led the development of a new design system, information architecture and ensured ADA compliance
  - Optimized flows for "Online Check-In" process required by all cruisers before sailing
  - Designed Single Sign-On UX for signup/login across all touch points during cruise purchase
  - Created designs for account/loyalty profiles, mini-sites, emails and marketing materials
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### **Chen Medical** | (Miami, FL) Senior UX Designer / Developer: 10.13 - 05.16

- Designed patient record, automated electronic progress note, and diagnosis conversion applications
  - Conducted analytics, created personas, developed information architecture, design artifacts, performed user testing and research
  - Facilitated in-person training sessions with doctors, participated in daily C-level meetings and conducted weekly clinic shadowing
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### **Ironhack** | (Miami, FL) Lead UX Instructor: 10.17 & 02.18

- Taught Visual Design Track to October 2017 Cohort
- Taught User Research Track to February 2018 Cohort

## **Software & Tools**

- Figma, Sketch, Adobe XD, Invision Zeplin
  - Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Typekit)
  - Microsoft Office, Keynote, Pages, Miro, Figjam
  - Azure, Atlassian, Trello, Github
  - Software Development Environments & Techs (VSCode, Eclipse, Dreamweaver, etc.)
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## **Applied Methodologies**

Team Leadership, Management, Direction, Strategy, Visual Design, Illustration, User Interface, Information Architecture, Card Sorting, Usability Testing, Test Scripts, Quality Assurance (Q.A.), Business Analysis & Documentation, Interviews, Surveys, Personas, Customer Journey Maps, Empathy Maps, Affinity Diagrams, Site Maps, User Flows, Flow Diagrams, Wireframes, Prototypes, Interaction Design, Human-Computer Interaction (HCI), Mobile Design (Native & Responsive), Web Design, Content Writing, and Design Sprint Workshop Facilitation

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## **Coding Competencies**

High Competency: HTML5, CSS3, Javascript, Flexbox, Bootstrap

General Competency: Angular, ReactJS, PHP, .NET, MySQL, CoffeeScript, TypeScript

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## **Career Development | (New Orleans 2007-2012)**

- CPR & PARTNERS | 2008 - 2011 - WEB DESIGNER, GRAPHIC DESIGNER, WEB HOST
  - COMPUCAST | 2012 - 2013 - WEB DESIGNER, GRAPHIC DESIGNER
  - C-DESIGNS 2007-2008 - WEB DESIGNER, GRAPHIC DESIGNER, WEB HOST
  - PBS / WLAE | 2010 - 2011 - WEB DESIGNER, GRAPHIC DESIGNER
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## **AJ & Smart Design Sprint Master Class Certification | (Remote) 06.22**

- Certified in Design Thinking Sprint Workshop Facilitation