

Jonathon Thomason- UX & Product Design Leader

UX/CX & Product Design | UX/UI, IAx, E-Commerce, Workflow Optimization and AI / Smart Systems

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Executive Summary

- 15+ years leading product/UX design for Fortune 100 (IBM, Carnival, PepsiCo) and startups
 - Specialist in AI workflows, enterprise automation, workflows, e-commerce, and design systems at scale
 - Delivered measurable outcomes: 75% traffic growth, 25% conversion lifts, reduced operational costs
 - Led cross-functional teams across US, UAE, CH, KSA; partnered with C-suite and global engineering
 - Expert in Figma, design systems, cognitive load reduction, and conversational AI interfaces
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Highlights

- AspenHR – Intelligent middleware UX for HR automation
 - IBM / Agentic AI – Multi-agent orchestration for application development
 - Carnival Cruise Line – Design System, e-commerce redesign, check-in redesign, loyalty redesign, ADA
 - Other Enterprise Work (PepsiCo, Eaton, Magellan Jets, Chen Medical) – Large-scale UX modernization
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Experience

Product Lead – HR Automation & Intelligent Middleware (Contract)

AspenHR (2025)

Led design of AspenHR's Client Admin Portal—centralizing onboarding, termination, compliance, and procurement into one unified experience.

- Unified several disconnected organization tools into a single intelligent portal with data synchronization.
- Built a modular IA and atomic Figma design system for onboarding trackers, notifications, templates, workload assignment and activity audit trails.
- Roadmapped Aspen's intelligent UX modes: iX One (structured UI) and Sara (AI conversational mode).
- Partnered with HR SMEs to automate manual tasks, integrate IT provisioning, define personalization requirements and introduce real-time task visibility for People Ops teams.
- Collaborated directly with AspenHR leadership and TAP engineering (dev vendor) to align UX with white-glove client delivery and business outcomes.

AI Product & UX Lead – Agentic Workflow Platform (Contract)

IBM / Agentic Project (2025)

Designed a visual and conversational interface for building multi-agent AI workflows used by enterprise developers.

- Created scalable UX patterns for **real-time agent composition, debugging, and orchestration**.
 - Built a modular Figma repo and defined IA and workflow sequences (Define → Compose → Preview → Deploy).
 - Led UX research on developer cognition, memory anchoring, and anticipatory design.
 - Partnered with global AI engineers (US, UAE, CH) to align with brand systems and AI governance.
 - Designed for AI recommendations to help close gaps and match agents to requirements.
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Technology & Design Manager – Enterprise Platform Strategy (Contract)

Globant (Relocation to Kingdom of Saudi Arabia Prep: Oct 2024 – Mar 2025)

Led technology and design strategy for a major international digital transformation initiative, collaborating across global teams and preparing for relocation.

- Appointed to lead technology/design strategy and cross-functional planning for a major digital project in Kingdom of Saudi Arabia (KSA).
 - Collaborated with global teams across USA, UK, and KSA to align product vision, workflows and design systems.
 - Prepped UX frameworks, process maps and modernization plans for large-scale platform transformation.
 - Completed full visa and relocation preparation; project paused due to shifting client priorities.
 - Engagement concluded amicably, with Globant offering a reference for future opportunities.
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Interim COO & M&A Systems Designer – CRM, and Sales Automation (Part-time)

Seiler Tucker Inc. (2024–2025)

Developed Journey maps, SOPs and automated marketing campaigns, CRM & sales pipeline

- Migrated CRM from custom CRM to Monday and subscription logic from Keap/Infusionsoft to Klaviyo.
 - Designed modular automations for membership, affiliate, and drip campaigns.
 - Designed internal reporting dashboards
 - Migrated drip campaigns from Keap/Infusionsoft to Shopify and Klaviyo
 - Documented SOPs and proprietary M&A process in notion
 - Partnered with the CEO to align brand tone, sales funnels, and 'academy' course UX.
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UX Architect – Enterprise Systems Modernization (Contract)

Eaton Industries (2023)

- Led UX strategy for enterprise ordering and project management platforms, optimizing B2B e-commerce user flows and transactions.

- Unified design and development systems to accelerate feature deployment and reduce redundancy.
 - Delivered data-backed recommendations that informed product roadmaps and enhanced platform usability.
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UX & Product Lead – Enterprise Innovation Systems (Contract)

PepsiCo | Center of Excellence (2022)

- Directed UX improvements for internal platforms supporting procurement, HR, and innovation workflows.
 - Designed and optimized automated internal systems for equipment, software, and employee services.
 - Conducted research and developed user personas to align modernization initiatives with workforce needs.
 - Led cross-team workshops and secured funding for innovation projects through effective RFP presentations.
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UX & Product Lead – Digital Booking & Operations Platforms

Magellan Jets (2020 – 2021)

Reimagined e-commerce booking systems, shifting away from travel agent coordination and into customer self-service platforms.

- Designed automated tools for passenger flight support and real-time flight plan updates.
 - Directed UX design for full website and mobile app redesign, expanding customer access points and booking options.
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UX & Product Lead, E-commerce & Guest Experience Platforms

Carnival Cruise Line (2016-2019)

- Led redesign of Booked Guest e-commerce platform, increasing direct sales and engagement.
 - Automated online check-in processes, reducing customer service calls and improving guest satisfaction.
 - Rebuilt design systems and workflows to enhance usability and increase conversions.
 - Streamlined loyalty program enrollment with SSO and social media integrations.
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Senior UX & Product Designer Healthcare Operations Systems

Chen Medical (2013-2016)

- Designed and built internal tools to streamline clinical workflows and automate billing processes.
- Reduced physician documentation time through automated note tools and e-commerce-style service portals.

- Collaborated with leadership to align product features with operational needs, driving measurable efficiency gains.
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Lead Instructor - Applied Product Design & Research

Ironhack (2017 – 2018)

- Led design bootcamps focused on Visual Design and User Research, emphasizing real-world e-commerce UX best practices.
 - Developed and delivered curriculum covering UX principles, visual design, and research methodologies.
 - Mentored students on project-based learning, portfolio development, and career readiness.
 - Facilitated workshops and critiques to strengthen student design thinking and execution.
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Core Strengths

Systems & Design Thinking, Design Systems, AI and Agentic Workflows, UX, Team Leadership, Cognitive Load Reduction and HCI Design, Processes & Workflow Optimization

Tools & Technologies

Design Systems: Figma, Storybook.js, Adobe CC

Automation & AI: GPTs, n8n, Make, Klaviyo, iSolved

Frontend: React, HTML, CSS, JS

Ops & Research: Notion, Monday, Miro, Jira, UserTesting, Analytics

Early Career | Web & Graphic Design (2007–2012)