

Jonathon Thomason- UX & Product Design Leader

UX & Product Design Direction | AI, E-Commerce, Workflow Optimization and Smart Systems

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Executive Summary

Strategic UX & Product Design Leader with over 15 years of experience turning complex systems into intuitive, scalable experiences. I design intelligent, structured products for AI, automation design, HR tech, workflow optimization, and enterprise e-commerce. Proven record leading cross-functional teams, unifying workflows, and designing modular systems that reduce cognitive load and accelerate development. Expert in Figma, design systems, and conversational interfaces. Trusted by Fortune 100 companies and startups to align design, data, and business strategy into one cohesive ecosystem.

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
 - Other Enterprise Work (PepsiCo, Eaton, Magellan, Chen) – Large-scale UX modernization
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Experience

Product Design Lead - Intelligent Middleware Portal (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.

Product Design Lead - Agentic Software Configurator (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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Interim COO & M&A Systems Designer – CRM, and Sales Automation

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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User Experience Architect (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.

User Experience Lead, Technology Innovation (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.

User Experience Lead, E-Commerce

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 Lead, Guest Marketing & E-Commerce

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 Designer / Developer

Chen Medical (2013-2016)

- Designed and built internal tools to streamline clinical workflows and automate billing processes.
 - Reduced physician documentation time through automated progress 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

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.

Core Strengths

Systems & Design Thinking, Design Systems, AI workflows, UX, Team Leadership, Cognitive Design, Process

& 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)