

# Jonathon Thomason- Senior UX & Product Design

UX/CX • E-Comm • BizOps • Design Systems • AI & Agentic Workflows • Accessibility-Aware Platforms

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## Executive Summary

- 12+ years leading product/UX design for Fortune 100 (IBM, Carnival, PepsiCo) and startups
  - Specialist in AI workflows, enterprise automation, workflows optimization, e-commerce, and design systems
  - 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
  - Built accessibility into component systems and design standards to support enterprise platforms
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## Highlights

- AspenHR – Intelligent, *accessible*, middleware UX for HR automation
  - IBM Design Studio – Multi-agent orchestration for application development using IBM's *accessible* design system
  - Carnival Cruise Line – Design systems, e-commerce & check-in redesigns, and *accessible* component libraries
  - Various Enterprise Work – Large-scale UX modernization, accessibility and leadership
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## Experience

### UX/Product Design Lead, HR Automation & Intelligent Middleware (Contract)

#### AspenHR (2025)

Led design and experience architecture for AspenHR's Client Admin Portal, consolidating onboarding, termination, compliance, and operational workflows into a single, intelligent platform.

- Designed a unified admin portal that replaced fragmented HR tools with a centralized, workflow-driven experience
- Built a modular information architecture and component system supporting onboarding trackers, notifications, templates, task management, and audit trails
- Defined component-level interaction models, including semantics, keyboard behavior, focus order, and error handling to support accessibility and long-term reuse
- Embedded accessibility-aware patterns into shared components so inclusive behavior scaled across workflows rather than being retrofitted per screen
- Partnered with HR subject-matter experts to automate manual processes, integrate IT provisioning, and surface real-time task visibility for People Ops teams
- Roadmapped AspenHR's intelligent UX modes: iX One (structured UI) and Sara (conversational AI), aligning system

behavior with user mental models

- Collaborated directly with AspenHR leadership and TAP engineering to align UX decisions with white-glove client delivery, compliance needs, and business outcomes
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## **Senior UX/Product Design, Agentic Workflow Platform (*Contract*)**

### **IBM Design Studio (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).
  - Defined reusable UI patterns with clear semantics, states, and keyboard behavior to support accessible, developer-friendly workflows.
  - 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 (*Relocation Initiative*)**

### **Globant KSA (Relocation to 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 the 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 & Shopify with subscription logic from Keap/Infusionsoft to Klaviyo.
- Designed modular automations for membership, affiliate, and drip campaigns with internal reporting dashboards
- Documented SOPs and proprietary M&A process in notion

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## **UX/Product 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 Design 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 Design 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 for full website and mobile app redesign, expanding customer journey and booking touchpoints.
  - Embedded accessibility into the design system
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## **UX/Product Design Lead, E-commerce & Guest Experience Platforms**

### **Carnival Cruise Line (2016-2019)**

- Led redesign of e-commerce platform, improving conversion, engagement and self-service adoption at enterprise scale
- Rebuilt the design system and component library, establishing reusable patterns that supported consistency, speed and long-term maintainability.
- Embedded accessibility into the system by defining semantic structure, keyboard interaction, focus order, and contrast standards at the component level

- Designed and automated online check-in workflows, reducing customer service volume and operational friction
  - Streamlined loyalty program enrollment through SSO and social integrations, improving sign-up rates and user continuity
  - Partnered closely with engineering, product and QA to ensure interaction models, accessibility behaviors, and UX standards survived reuse and refactors
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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 UX Instructor, Applied Product Design & Research (*Adjunct*)

### Ironhack (2017 – 2018)

- Led design bootcamps focused on Visual Design and User Research, emphasizing real-world e-commerce UX best practices.
  - Developed and delivered a 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, Accessible Component Architecture, AI and Agentic Workflows, UX, Team Leadership, Cognitive Load Reduction and HCI Design, Processes & Workflow Optimization

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## Tools & Technologies

**Design Systems:** Figma, Zeplin, Storybook.js, Adobe CC

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

**Frontend:** React, HTML, CSS, JS

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

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**Early Career:** *Web & Graphic Design* (2007–2012)

**Education:** *Archbishop Shaw High School Diploma* (2004–2007)