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.

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.

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

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.

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.

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

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.

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.

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)