

Jonathon Thomason

Senior Product & UX Designer | Enterprise Workflow & Systems

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Executive Summary

Senior product and UX designer with 12+ years leading enterprise platform redesigns and operational workflow modernization for Fortune 100 and high-growth organizations.

Specialize in simplifying complex systems, improving measurable business outcomes, and partnering closely with engineering and product teams to ship scalable, accessible solutions.

Experience

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

AspenHR (2025)

- Consolidated fragmented HR tools into unified admin portal across onboarding, termination, and compliance workflows
 - Built modular IA and reusable components supporting task tracking, notifications, and audit trails
 - Automated compliance and provisioning workflows reducing manual friction
 - Designed structured and conversational UX modes supporting AI-assisted workflow navigation
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Senior UX/Product Design, Agentic Workflow Platform (Contract)

IBM Design Studio (2025)

- Designed multi-agent workflow builder for enterprise developers and non-technical users
 - Defined end-to-end workflow model (Define → Compose → Preview → Deploy)
 - Created scalable UX patterns for orchestration, debugging, and deployment
 - Integrated AI-assisted recommendations reducing configuration errors
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Technology & Design Manager, Enterprise Platform Strategy (*Relocation Initiative*)

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

- Led cross-functional UX strategy for international digital transformation initiative
 - Developed workflow frameworks and modernization roadmaps
 - Engagement concluded due to shifting client priorities
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Interim COO & M&A Systems Designer, CRM, and Sales Automation (*Part-time*)

Seiler Tucker Inc. (2024–2025)

- Migrated CRM and marketing automation stack (Monday, Shopify, Klaviyo, DealRelations)
 - Designed modular automation flows for membership and affiliate programs
 - Built reporting dashboards and documented M&A SOPs and workflows
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UX/Product Architect, Enterprise Systems Modernization (*Contract*)

Eaton Industries (2023)

- Consolidated B2B ordering workflows improving transaction clarity and completion
 - Unified design and development systems accelerating feature deployment
 - Delivered research-backed recommendations influencing roadmap priorities
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UX/Product Design Lead, Enterprise Innovation Systems (*Contract*)

PepsiCo | Center of Excellence (2022)

- Led UX modernization across procurement and HR platforms
 - Secured funding through structured roadmap workshops
 - Improved internal automation workflows
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UX/Product Design Lead, Digital Booking & Operations Platforms

Magellan Jets (2020 – 2021)

- Reimagined booking system shifting toward customer self-service
 - Directed UX redesign across web and mobile platforms
 - Designed automated tools for passenger support and real-time flight updates
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UX/Product Design Lead, E-commerce & Guest Experience Platforms

Carnival Cruise Line (2016-2019)

- Led ecommerce redesign contributing to 25% increase in pre-cruise purchase conversion
 - Reduced cruise check-in-related service calls by ~80% through workflow redesign
 - Rebuilt enterprise design system with integrated ADA compliance
 - Accelerated front-end delivery through reusable component alignment
 - Improved loyalty enrollment via SSO and integration redesign
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Senior UX/Product Designer, Healthcare Operations Systems

Chen Medical (2013-2016)

- Reduced physician documentation time through workflow automation
 - Streamlined billing and service workflows improving clinic efficiency
 - Designed internal portals improving task clarity and service access
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Lead UX Instructor, Applied Product Design & Research (*Adjunct*)

Ironhack (2017 – 2018)

- Taught 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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AI-Enabled Product Practice

Integrate AI tools into research, synthesis, and workflow design to accelerate delivery while maintaining product quality.

Tools & Technologies

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

Automation & AI: GPTs, n8n, Make, Klaviyo, iSolved, Miro, Notion, Monday

Frontend: React, HTML, CSS, JS

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