



JAMES JORDAN

UX/UI DESIGNER

PROFESSIONAL SUMMARY

Creative UX/UI leader accomplished at managing design teams across multiple projects, with a track record of successfully evangelizing design systems and best practices. Accomplished at collaboration with product management, subject matter experts, internal and external stakeholders, designers and developers within agile environments. Focused on synthesizing user centered design from consumer insight, data analytics, user research and business requirements. Experienced in creating pixel perfect UI for responsive mobile/web environments.

AREAS OF EXPERTISE

- Design Management and Process- Design Thinking- UX Design
- UI Design
- Art Direction
- Accessibility- Style Guides- Information Architecture- Wireframing- Storyboards- User and Interaction Flows- Usability Testing- Surveys
- Agile/Scrum Methodology
- Jira
- Confluence Responsive Design Mobile/Web, Photoshop, Illustrator, Dreamweaver, Axure RP*, Basic HTML*, CSS* *Limited

CORE STRENGTHS

- Creative big picture thinker consumed with crafting the details.
- Personable, energetic collaborator who is motivated to inspire the best in myself and others.
- Ambitious, delivery focused, diplomatic and adaptable to the task at hand.
- Possess a deep sense of empathy which fuels my passion to craft honest, inclusive and meaningful experiences for my customers and their users.
- Strong communicator of design intent, both verbally and visually.
- I embrace experimentation/iteration and welcome being wrong early and often.

EDUCATION

Johnson & Wales Providence, RI, USA
Focus: Business Administration GPA : 3.00/4.00

New England Tech Warwick, RI, USA
Focus : Radio Video Production GPA : 4.00

HOW TO REACH ME

Cell: (425) 306.6713
Email: james@jamesjayjordan.com
Website: www.jamesjayjordan.com
LinkedIn: www.linkedin.com/in/jamesjayjordan
Location: Battle Creek, MI

EMPLOYMENT HISTORY

UX/UI DIRECTOR

VisitNewEngland.com – (Part Time Remote) Warwick, RI
June 1996 – Present

- Manage design/development team, engage with project managers, stakeholders and content providers to solve business goals using best practice data analytical principles of user-centered agile design methodology.
- Continually search out and define usability and content discover-ability standards which have increased unique user visits to over 5 million per year and growing.
- Led proof of concept project using a design system-brand guideline approach aimed at consolidating design patterns and libraries to promote future scalability.
- Manage UX planning for usability, user testing and A/B testing.

Key Achievement: *Increased "user session duration" by over 130% based on Google Analytics after last complete UI redesign (2019).*

UX/UI DESIGNER

Kellogg's Foods – Battle Creek, MI
August 2017 – December 2018

- Led UX/UI team to drive ideation, strategy and execution of next generation SaaS application to correlate existing data points with new Nielsen purchasing data to forecast future ad revenue spend for Top five product categories.
- Conducted 5 day sprint reviews of program design to understand potential issues around content, usability and user interface.
- Drove efforts to establish a global UX/UI best practice and methodology focused on user-centered design principles.
- Worked cross-functionally with leadership team including data science, content strategy, engineering, developers and marketing.

Key Achievement: *Delivered a visually beautiful and intuitive highly functional application that delighted my customers on-time and under budget. (2018)*

LEAD UX/UI DESIGNER

CDK Global – Seattle, WA
February 2006 – March 2017

- Team leader in developing strategies to design/redesign and optimize automotive dealership websites and the dealer management system for world-class brands such as Lexus, VW, GM, Hyundai, Mini, Kia, Acura and Holden.
- Worked in Agile iterative processes with other designers, subject matter experts, project owners, product managers and developers through various design phases including but not limited to application flowcharts, wireflows, wireframes, low-fi prototypes and UI design comps.
- Participated with all stakeholders in 5-10 day sprint cycles to validate design assumptions and establish the DMS product direction.
- Consistently striving to increase user recognition and establish user empathy for websites and applications using multiple UX tools. These tools included Stakeholder Interviews, Competitor Analysis, Ethnography/ Contextual Inquiry, Diary Study, User Interviews, Use Case, Personas, Scenarios, Site Maps, paper Prototypes and In Person User Testing.

Key Achievement: *Delivered new UX/UI for VW's Service & Parts section which increased service appointments by 39% over the first six months. (2016)*