

A 20-year design veteran with a proven record of building usable and accessible products across desktop and mobile spaces. Skilled at creative problem solving by being an effective collaborator with business leadership and a fierce advocate for the user, from initial research and ideation to final design, prototyping and testing.

Excels at building products from ground zero by developing creative and functional design systems to help establish strong brand identity while remaining user-focused.

Case studies and work samples available at <http://kevinjacksondesign.com>.

SKILLSET

Design and Development

- UX / UI Design (Desktop + Mobile)
- User Research
- UI Architecture
- Wireframing
- Prototyping & Design Iteration
- Usability Testing
- Accessibility (508 / WCAG)
- Visual Design
- HTML / CSS / JS
- UI Animation

Creative Tools

- **UX design:** Figma, Sketch, XD
- **Adobe CC Suite:** Photoshop, Illustrator, InDesign, After Effects, Audition, Animate
- **Affinity:** Photo, Designer, Publisher
- **Accessibility:** WAVE, axe DevTools, Sim Daltonism, Contrast

Other Creative Skills

- Video Production
- Music and Audio Production
- Photography
- Technical / Educational Writing
- Fluent in Spanish

WORK EXPERIENCE

Senior UX Designer / Accessibility Evangelist

HealthEquity (Jun. 2017 - Present)

- Responsible for leading design on large-scale new and redesign work from discovery, ideation, wireframing and mockups to prototyping and usability testing of desktop and mobile products in an Agile development environment
 - ◇ **Key highlight:** led a full re-architecture and redesign of the company's main mobile app, resulting in an App Store rating increase from 1.7 to 4.8 stars
 - ◇ **Key highlight:** redesigned member investment onboarding process, resulting in a 400% increase in completion rate
- Led design and product teams' accessibility improvement efforts, promoting adherence to WCAG standards and Section 508 guidelines, including collaborating with product management, educating design teams, and authoring standard Accessibility Conformance Reports
- Maintain and design content for company style guide including branding guidelines and component libraries for Figma and Sketch
- Help mentor and train interns

UX / UI Designer

AVASIS (Jan. 2017 - May 2017)

- Led workshops and discovery sessions with stakeholders and user groups to develop feature requirements and user personas for large-scale, cloud-based construction management platform in fast startup environment
- Built user flows, sitemaps, and wireframes, then designed full-resolution mockups and prototypes for feedback and testing
- Developed branding and style guides for marketing and developer team use, including component libraries for Sketch
- Created end-user tutorial videos from initial planning, script writing, and editing, to screen recording, editing and motion graphics

UX / UI Designer

May 2016 - Sept. 2016

TECHeGO

- Led discovery sessions with stakeholders, designed wireframes, high-resolution mockups and created prototypes for data integration applications and e-commerce sites for marketing services
- Developed branding and style guides for marketing and developer team use
- Designed and developed graphics, illustrations, print material and web content for marketing and sales

Lead UX / Web Designer

Apr. 2012 - Mar. 2016

ContentWatch

- Designed and developed wireframes, mockups, and production code for mobile-responsive websites and interactive content generating sales from tens of thousands of monthly visitors
- Wrote and produced educational and promotional videos and interactive training material
- Designed and developed marketing, training, and educational material for trade shows, magazine advertisements, and online banner ads

Director of Web Presence

Nov. 2006 - Apr. 2012

OPSGEAR

- Designed and developed wireframes, mockups, final UI and production code for Flash-based applications to enable product customization and purchase
- Developed interactive content and production code for OPSGEAR.com that attracted 3 million page views per month
- Designed ads for national print publications and weekly email campaigns reaching over 98,000 subscribers
- Produced weekly video segments that attracted over 2.3 million views

EDUCATION

University of Utah (2006)

- Bachelor of Arts: Mass Communication, emphasis on Communication Technology