Jason Carter

Analytical **UX Designer** / Collaborative **Product Designer**/ Innovative **Interaction Design**
Chicago, IL 60647 or Remote – Willing to relocate, Authorized to work in US, No visa required
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Summary

Jason is a passionate UX/UI designer with a love for unique and intuitive interactions. Wants to solve complex problems in ways that feel cognitively simple for the user. Additionally, Jason has a background in painting giving him a strong eye for art direction.

Work History

1.   SENIOR PRODUCT DESIGNER- August 2021 to Present

Rocket Travel- Chicago, IL
Design owner for two products- booking Flights and booking Activities, focused on Whitelabel B2B2C and Enterprise B2B2C
Product/ Design Owner - Maps. Building Data layers on maps to streamline booking experiences
System owner for Design Systems and Design Ops
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2.   PRODUCT DESIGNER- September 2020 to September 2021

Ascent Global Logistics- Chicago, IL
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3.   DESIGN LEAD - December 2018 to April 2020

TrueData - Chicago, IL
Ran the design team existing inside of our product team, responsibilities included:
- Created design frameworks including a user research framework.
- Co-created a consent management platform enabling people to force companies to stop collecting data on them.
- Created and managed a robust design system to easily accommodate usability using design patterns.
- Designed for mobile SDK installed on over 400 Million devices in native iOS/Droid, and custom UI.
- Ran multiple design sprints that fundamentally changed the business direction.
- QA on User Interface, User Experience, Visuals, Micro-interactions, Engineering using Monitoring Tools and Coding.
- Managed and formed collaboration partnerships with a team of 3 Front-End Developers.

Designed a web platform that included:
Robust, continuously updated documentation and governance models.
Visual design for data visualization, analytics, and charting.
A process for simplifying complex forms that include multiple logistical operators.
Overhauled and simplified entire user workflow and Information Architecture, increasing sales by 75%.
Fulfilled users needs to perform machine learning through simple, educational forms.
Settings and user permissions.
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4.   UX DESIGNER -September 2017 to December 2018

Nielsen - Chicago, IL

Design owner of three different internal products which included research, both qualitative and quantitative testing, high-fidelity wireframe designs made primarily in Sketch and Axure. In charge of optimizing developer work flows and data extracts. Tasked with the modernization of artifacts, custom illustrations, maintaining sketch, framer, and Axure libraries. Co-Owned Nielsen's Design System for internal design and external developers to build components.
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5.   PRODUCT DESIGNER - October 2016 to December 2016
Dave Ramsey Solutions - Remote
Created wireframes, low/mid/high-fidelity mock-ups and prototypes for user interview, and concept validation in both web and mobile applications. Focused on converting visitors to users, and developing on-boarding flows and copy. Worked on software development and presenting HCI ideas to management.

EDUCATION

UNIVERSITY OF GEORGIA: Franklin College of Arts and Sciences
Bachelor's in Fine arts - August 2009 to December 2012

SKILLS

TOOLS
• Figma/ Sketch/ Axure
• Agile / Lean
• Jobs to be done modeling
• InVision
• Illustrator
• Webflow
• VSCode
• Blender / C4d

EXCELLENT AT
• Communication skills
• Complex workflows
• Data Viz
• Design Systems
• Research / Sprint Facilitation
• UI / Micro Interactions
• UX Planning
• UX Writing / Copy / Presentation
• Visual/ Identity design

LEARNING
• React.JS (decent at, but no structured work exp.)
• 3d Modeling (decent at, but no structured work exp.)
• Project Management
• Business Development
• Swift