Jonas White

User Experience Leader

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SKILLS

User Experience Design
User-Centered Design
Salesforce Lightning Design System
Information Architecture
Prototyping
Wireframing
Content Strategy
Site/App Maps
Affinity Mapping
Card Sorts
User Interviewing
Usability Testing
Data Analysis
Mobile Design
Web Design
Competitive Analysis
Search Engine Optimization (SEO)

TOOLS

Figma
Adobe XD
Sketch
Axure RP
InVision
Miro
UserTesting.com
JIRA
Azure DevOps
Trello
Slack
Keynote
macOS
Windows OS
Microsoft Office Suite
G Suite
MicroStrategy
Adobe Creative Cloud
HTML
CSS

PROFESSIONAL EXPERIENCE

Deloitte Digital UX Design Leader

May 2021–July 2023

Worked with B2B and B2C companies in various industries, including commerce, retail, travel and hospitality, and healthcare. Leading large teams of designers and developers, helping to make a lasting impact for our clients with how their users interacted with their digital experiences. Working on software, native apps (iOS and Android), and web products, the goal was always to produce products that prioritized the users' needs while aligning with the business's goals.

- Led and managed hybrid teams of UX and UI designers and developers, both on-shore and off-shore.
- Spearheaded multiple Salesforce-based projects using the Lighting Design System.
- Drove to create accessible digital solutions for users that were ADA and WCAG-compliant.
- Oversaw design teams to create, manage, and maintain large, dynamic design systems.
- Administered stakeholder workshops, including persona, prioritization, and user journey workshops, to help gather relevant input from key individuals.
- Conducted numerous stakeholder and user interviews to create deep empathy for their wants and needs.
- Used various software to wireframe and prototype potential digital solutions for users, including Figma, Sketch, and Adobe XD.
- Conducted both virtual and in-person usability testing with actual users.
- Working in an Agile model, worked closely with developers and product teams to help shape the best possible digital products.

Symmetri Marketing Group UX Designer

July 2019–May 2021

Working with multiple clients at a time from numerous industries and varying complexities to create meaningful and innovative digital experiences that consistently met the user's needs while exceeding the client's expectations. All starting from the initial request for proposal through the deployment of the solution and its continuous improvement.

- Used empathy for the user gained from interviews, along with insights derived from industry research, to help influence the definition of a problem and the structure of a solution that meets the user's needs and the stakeholders' requirements.
- Developed detailed, dynamic sitemaps outlining straightforward and intuitive navigation based on research and industry best practices.
- Created process flows, wireframes, and annotations that communicate intended detailed interaction behaviors based on a gained understanding of the user from the conducted research.
- Presented research and design work to the internal teams and project stakeholders throughout the design process for review and feedback.
- Provided critical input to the visual design team to ensure high-fidelity designs offer the user the best possible experience while meeting the business and stakeholders' goals.
- Partnered with development teams to build designed experiences, providing them with appropriate design specifications and conducting a thorough review of interfaces throughout the development phase.

REDoc UX Designer

March 2019–April 2019

Collaboratively worked with four other designers for REDoc, a seed-stage startup, to understand, define, design, and test a solution in a rapidly evolving setting for how commercial real estate professionals manage and interact with building-related documents.

- Coordinated user research, domain research, and competitive analysis, which helped define a set of design principles and a persona.
- Ideated and created 10 varying concepts for testing with users to evaluate their effectiveness at solving a defined problem.
- Facilitated user interviews, concept tests, and usability tests.
- Presented findings at the end of each week-long design sprint.

Constellation Brands Incorporated UX Designer

February 2019–March 2019

Tasked by Constellation Brand Inc. (CBI), a Fortune 500 Total Beverage Alcohol company, to identify, design, and test additional features and functionality for an existing internally-facing native iOS mobile application.

- Conducted research with users to identify areas of opportunity.
- Used the affinity diagramming method to synthesize insights gained from research.
- Participated in brainstorming and ideation sessions to create concepts, leading to a version 2.0 prototype.
- Performed usability testing on the prototype with CBI employees.
- Proposed an MVP to client and outlined future recommendations for application based on findings from research.

EDUCATION

Certificate of User Experience Design Designation

Chicago, IL - October 2018–May 2019

B.S. in Apparel Merchandising Indiana University - Bloomington

Bloomington, IN - August 2011–May 2015

Minors: Business from the Kelley School of Business, Fashion Design, and Informatics