

JASON CROSS

Profile

A certified and accomplished UX Designer with demonstrated success designing and implementing both lo/high-fidelity user-focused designs and prototypes that improve user experience.

Experience

Golf Channel

Senior UX Designer (Sept 2015 – Present)

- UX Designer for Golf Channel working the GolfNow responsive web and mobile products.
- Taking user research and conversion stats and developing rich user experiences based on gathered data
- Design System Library / Style Guide creation and design documentation
- Providing hi-fi prototypes to executive stakeholders and product managers
- Work closely with Product Owners, Marketing and Developers to provide asset delivery and participating in daily stand-ups and bi-weekly SCRUM meetings
- Maintaining discussions with internal teams throughout the iterative design process by means of bi-weekly design reviews.
- Leading bi-weekly design meetings with fellow designers on our team to mentor and critique the products they currently are working on, discuss any creative blocks as well as discussing design process and new features in software we use or have found that may benefit us.

NCR / Aquent

Senior UX Designer (Apr 2014 – Sept 2015)

- UX Designer for NCR, working on internal and external consulting projects.
- Taking lo-fi wireframes and developing hi-fidelity mocks
- Style Guide / Redline creation and design documentation
- Providing HTML5 Rapid Prototypes and Click Through Prototype delivery to external clients for user testing
- Work closely with UXAs, Client Project Managers and Developers to provide asset delivery and participating in weekly SCRUM meetings

- Maintaining weekly discussions with internal and external clients throughout the design process remotely and in-person.

Citi / Accenture

UX Designer (Jun 2013 – Feb 2014)

- UI design for the Citicards marketing and acquisitions consumer-facing websites.
- Style Guide creation and design documentation
- Working collaboratively with fellow UXD's, UXA's and Copywriters
- Designing around established brand guidelines
- Handling multiple projects with individual guidelines
- Working closely with developers to provide asset delivery and HTML/CSS code review
- Working with business partners in all phases of design test and target processes
- Creating design iterations based off of findings from user testing and A/B testing
- Creating rapid prototypes using HTML5, jQuery and CSS

N-Play

Lead Designer (Feb 2013 – Jun 2013)

- Application UI / UX design and front-end development for all public facing applications
- Assist the Marketing department with Facebook ad designs
- Coding dynamic email campaign templates
- Managing one Jr. designer

Florida State College at Jacksonville

Multimedia Engineer (Aug 2004 – Feb 2015)

- Assist the Marketing department with their web and site redesign needs
- Develop web based learning objects utilizing Flash and XML for university faculty
- Provide graphical mocks for inner-departmental web projects
- Manage one full-time employee and a group of four office assistants
- Develop educational materials running on various platforms/devices
- Assist faculty in designing web courseware to promote visual learning
- Designed, developed and implemented databases within Windows 2003 and OSX Server environments
- Provided application development services to various departments at the university
- Designed UI elements for FSCJ's Sharepoint student portal

- Designed and developed the university's Authorized Apple Training Center website and backend CMS using a combination of web services and ColdFusion

Awards and Acknowledgements

Certified User Experience – Nov 2018

Completed courses and testing for my UXC certification through the Nielsen Normal Group with a focus on User Experience Management

NBC GEM Award – Apr 2018

Received a GEM (Going the Extra Mile) Award from NBC Sports for my work on the redesign of the GolfNow mobile app

NBC GEM Award – Jun 2016

Received a GEM (Going the Extra Mile) Award from NBC Sports for my work on the redesign of the GolfNow responsive website

Certified Scrummaster – Apr 2016

Completed courses and testing for my my Scrummaster certification through Scrum Alliance