

RON JACKSON

Experience Design Professional - CX, UX, UI

Certified Usability Analyst, [Human Factors International](#)

(817) 879-2499 ronjacksondesign@gmail.com [LinkedIn.com/in/UXUIdesign](https://www.linkedin.com/in/UXUIdesign) Portfolio: [UXUI.design](#)

I craft easy-to-use, interactive products as well as optimized services for businesses and people by understanding and designing for their needs and behaviors. To maximize long-term value, I design holistically to help establish optimal outcomes for end-users and customers based on human-centered research, strategic design, and best practices in usability.

RESEARCH

Stakeholder Interviews
User Personas
Empathy Mapping
As-Is Scenarios
Journey Mapping
Task and Workflow Analysis
Prototype Feedback
Design Thinking Facilitation

DESIGN

Digital Ideation & Strategy
UX/UI, Service, & Product Design
Service Delivery Mapping
Task/Workflow Creation
Storyboarding & Wire-framing
Low & High-Fidelity Mockups
Rapid Prototyping
Branding & Visual Identity

USABILITY

Heuristic Evaluations
Contextual Inquiries
Card Sorting
Information Architecture
System & End-user Interaction
Usability Testing
Accessibility Evaluation
Cross-Browser Compatibility

APPLIED DESIGN

websites, intranets, portals, web-based applications, POCs, CMS, SaaS, software applications, ecommerce, mobile apps, user-centered design, user interfaces, email, print, logos, business identity

TOOLS

Adobe Creative Suite, Axure RP, Dreamweaver, HTML/CSS, InDesign, Illustrator, Invision, Mural, Photoshop, Visio, paper, pencil, post-it notes, whiteboards, critical thinking

COLLABORATION

Cross-team: internal and external stakeholders - IT, Marketing, Sales, Operations, and Customer
waterfall, agile, scrum, SDLC, 4D, distributed teams, in-office, remote

EXPERIENCE

The Clearing House

INNOVATION DESIGNER

Currently providing design leadership for this banking association and payments company. Focused on service design, UX, and branding.

MAY 2020 – Current

DALLAS TX

Verizon

UX / UI DESIGNER

Provided UX, UI, visual design, & branding for ProQuest, Verizon's unified sales & ordering system for telecom quotes, contracts, & procurement.

FEB 2012 – MAY 2013

IRVING TX

RQI Partners / Laerdal Medical

SENIOR DESIGN MANAGER / SENIOR SERVICE DESIGNER

Performed user research, workflow design, business strategy, journey mapping, storyboarding, and UX/CX/service design across all programs.

JAN 2018 – JAN 2020

DALLAS TX

BenefitMall

WEB DESIGN CONSULTANT

Coded HTML & CSS within Visual Studio for multiple Scrum teams in agile sprints for this general insurance agency's Client Ready Quote System.

OCT 2011 – FEB 2012

DALLAS TX

AT&T

SENIOR UX DESIGN CONSULTANT

Provided user experience design and design thinking services for AT&T's internal initiative for workforce education.

OCT 2017 – NOV 2017

DALLAS TX

3B Software

SENIOR INTERACTIVE MEDIA DESIGNER

Managed all aspects of design and interactive projects for this software & affiliate marketing firm. Trained staff & handled outsourcing activities.

JAN 2007 – SEP 2011

ARLINGTON TX

AgencyMVP

DIRECTOR OF EXPERIENCE DESIGN & STRATEGY

Delivered branding, UCD & usability best practices for the end-to-end experience of the Agency MVP SaaS application for insurance agencies.

FEB 2017 – OCT 2017

MANSFIELD TX

Jackson Interactive

INTERACTIVE STRATEGY CONSULTANT

Provided web design consulting to Fortune 500 and SMB organizations. Designed and ran ecommerce & CMS solutions utilizing PHP, Cold Fusion.

AUG 2002 – JUN 2007

THE WOODLANDS TX

Hewlett Packard Enterprise/HP

EXPERIENCE DESIGN ENGINEER IV

Provided expert-level UX/UI design on HPE's Center of Excellence Team for UX. Designed & championed HPE's heuristics tool, UX Caliber.

SEP 2013 – FEB 2017

PLANO TX

eRealty.com

WEBSITE DESIGN MANAGER

Redesigned eRealty.com & agent intranet, increased signups by 60% to over 500,000. Coded HTML CSS within .ASP & ASP.NET dev environments.

MAR 2000 – AUG 2002

HOUSTON TX

EDUCATION

BACHELOR OF ENVIRONMENTAL DESIGN
TEXAS A&M UNIVERSITY

MASTER OF ARCHITECTURE
TEXAS A&M UNIVERSITY

MBA, EBUSINESS
UNIVERSITY OF PHOENIX