

## Profile Statement

I am an interaction designer, with deep experience in lean ux/ui, agile, design thinking, enterprise big data, and product strategy, solving complex problems elegantly for clients including D&B, IBM, Disney, frog, Sony, Dell, HP, and FOXSports

## Principal Designer

eganjones.com

1997 – Present

Austin TX

- Creating static and animated homeowner and contractor journey maps for **modernize**, setting realistic expectations for both parties
- Designed touch exhibit kiosk for **The Gutenberg Bible** at **UT Harry Ransom Center**, allowing visitors to interact with the Book of Genesis
- Music video post-production and stage visuals for **Spoon**, **Trail of Dead**, and other local artists

## Principal User Experience Designer

TRELAR Logistics

Mar 2019 – Present

Austin TX

- Transportation logistics for the construction industry, providing meaningful value to drivers, contractors, and aggregate producers
- Delivered conceptual approaches, branding, logo, typography, and draft style sheets in the first week
- Leading foundational design and product experience strategy, conducting user interviews, illustrating task flows and ecosystem dynamics
- Rapidly iterating and discussing potential solutions via mockups, allowing us to hit all major milestones, thereby generating significant interest, investment, and market momentum for product launch

## User Experience Design Lead

Dun & Bradstreet acquired Avention OneSource Solutions, Jan 2017

Nov 2015 – May 2018

Austin TX

- Delivered 2.0 product and subsequent improvements derived from user feedback channels, resulting in increased usage & sales & market dominance, and acquisition by Dun & Bradstreet, replacing their aging sales and marketing solution, and re-branding as **D&B Hoovers**
- Responsible for two products under Avention, managing one Sr Visual Designer, growing to three products under D&B's Sales and Marketing Solutions, and later, four products for vendor and customer Compliance Risk Management Solutions
- Championed design thinking and lean UX processes to rapidly define and scope solutions, drive alignment discussions, generate consensus on path forward, and improve quality of products and team dynamics

## UX/UI Designer

IBM acquired StoredIQ, Jan 2013

Dec 2011 – Jul 2015

Austin TX

- Co-designed **Stored IQ Workbench** – a large-scale enterprise data management platform for legal eDiscovery, IT forensics, compliance, records management, and storage optimization – as part of re-architecture
- Responsible for **StoredIQ Administrator & Data Server** experience, managing network of virtual data servers, scheduling the crawling and indexing of global enterprise unstructured data stores
- Utilized veteran Sales Engineers as condensed proxy for users, to understand pain points, define stories, and map processes, resulting in better informed design decisions, and assisting in constructing feature roadmap
- Created conceptual models, personas, user flows, wireframes, interactive patterns, and style guides
- Re-designed application and platform experiences, and scalable architecture resulted in a rapid increase in sales, and acquisition by IBM
- Interviewed paralegal users with eBay, Pitney Bowes, PwC, Deutsche Bank, to understand their digital data collection and tracking needs (legal chain of custody); mentored and advised junior designers conducting additional formative research, ultimately releasing **StoredIQ for Legal**

## Interaction Designer

Oct 2010 – Nov 2011

### frog

Austin TX

- Re-imagined Disney World experience, with responsibility focused on ticketing configuration flows
- Organized user stories and information architectures; designed process flows, site maps, interaction behaviors, wireframes, and layouts; produced detailed design documentation in Confluence for hand off to developers, sprinkled liberally with pixie dust
- Re-factored wireframes, style guides, and documentation, resulting in design language consistency across multiple touchpoints, critical to a high-visibility, large-scale, long-term project, with multiple progressive phased iterations, and many cooks in the kitchen
- Liaison for external developers and quality assurance engineers, tracking consistency issues internally and externally with JIRA

## Senior Creative Director

May 2010 – Sept 2010

### Super! Alright!

Austin TX

- Directed and managed production of videos for Dell's global consumer products, in 11 languages, delivering 6 of 7 sets of product assets early, on an extremely tight timeline, resulting in nearly 80% profit margin in first 6 weeks
- Developed CAD/3D rendering pipeline and delivered Dell's first CGI product photography assets, reducing logistical complexity, speeding turnaround times, and minimizing wasted efforts creating, photographing, and retouching non-functional prototype models
- Built team of motion designers, editors, CAD engineers, 3d artists, interns, and a copywriter, growing from 1 to 8 members in two weeks
- Produced additional commercial video assets for web, point of sale, QVC, and broadcast
- Creative direction, storyboards, style frames and moodboards, motion and lighting tests, music selection

## Senior Interactive Art Director

Feb 2010 – May 2010

### T3

Austin TX

- Gained new business with pitch work for Estée Lauder, Livescribe, and Chase
- Designed mobile websites, interactive banner ads, and promotional assets for Chase

## Senior Interactive Art Director

Jun 2008 – Jan 2010

### Schematic currently Possible Worldwide, WPP

Austin TX

- Directed and mentored multiple distributed teams developing digital marketing campaigns for Dell's global consumer product launches, managing creative design and asset production for up to 45 products concurrently, and teams up to 12 creatives
- Directed conceptual photoshoots, and established photographic standards leading to increased efficiency, standardization, communication, and creativity
- Led pitch for crop circle inspired Alienware social media game, sending Dell and its pool of ad agencies into a feeding frenzy

## Client List

IBM	frog	Schematic	The University of Texas at Austin
HP	D&B	T3	Art Institute of Colorado
DELL	modernize	Chase	Saatchi & Saatchi
Sony	FOXSports	Estée Lauder	Budget / Ryder

## Design Skills

- Sketching, pencil, paper
- Divergent Ideation
- Convergent Refinement
- Crushing Ambiguity
- Design Thinking
- Scientific Research Methods
- Product Strategy
- Requirements Definition

## Technical Skills

- HTML / CSS
- JavaScript, ECMAScript
- jquery, bootstrap, react, ember, d3, three
- Python, PHP
- SQL
- Big Data / Elastic Search
- xpresso, maxscript, melscript

## Soft Skills

- Relationship Building
- Team Alignment
- Presentation
- Cross-Disciplinary Collaboration
- Management, Scoping
- Design Leadership
- Personable, approachable
- Humorous, humble

## Tools

- Illustrator, Photoshop, InDesign
- After Effects, Premiere, CC
- Cinema 4D, 3dsmax, maya
- Sketch, InVision, XD, Zeplin
- Microsoft Office 365
- JIRA, Confluence