

Profile Statement

Seasoned consultant, with deep experience in systems and design thinking, lean ux, agile, big data, analytics, and product strategy, solving complex problems elegantly for clients including Dell, Disney, Dun & Bradstreet, FOXSports, frog, HP, IBM, and Sony

Principal Consultant

eganjones.com

Jan 1998 - Present

Austin TX

- AI/ML and Agentic design services **focusing on discovery, data management, workflow automation, prototyping, and visualization**
- Consulting, contract, and freelance work for clients including **Charles Schwab, Bazaarvoice, 3M, Modernize, Toyota, Budget-Ryder, Saatchi&Saatchi, Trail of Dead, Spoon**, and my favorite, **The Gutenberg Bible** touch exhibit at the UT Harry Ransom Center

Principal User Experience Designer

ARRIVE Logistics

Sept 2019 - Mar 2023

Austin TX

- **Delivered solutions for key growth opportunities** in the Contract Market sector, **driving research, strategy, vision, design, and production**
- **Collaborated across multiple development teams and silos**, utilizing design artifacts to **foster improved communication and alignment**
- Mentored 15 designers, delivered multiple passion projects, contributed to design systems, **led winning team in HackWeek competition**

Principal Product Designer

TRELAR Logistics acquired by HaulHub Technologies, Mar 2020

Mar 2019 – Aug 2019

Austin TX

- Delivered impactful design, product, and business strategies for the construction logistics industry, **resulting in substantial value for drivers, contractors, and aggregate producers**, reducing inefficiencies, and increasing clarity, visibility, and accountability
- Leveraged rapid iterations and discussions through mockups and prototypes, **hitting all milestones and attracting significant investments**

Lead User Experience Designer

Dun & Bradstreet acquired Avention OneSource Solutions, Jan 2017

Nov 2015 – May 2018

Austin TX

- Led the redesign based on user feedback, boosting usage as much as 83%, and revenue by almost 300%, achieving market dominance, besting our competition, directly influencing Dun & Bradstreet's decision to acquire Avention, and re-brand as **D&B Hoovers 2.0**
- **Responsible for design of four products** in two silos – D&B's Sales and Marketing Solutions (**Hoovers 2.0, Data Vision, Data Workbench**), and Customer Compliance Risk Management Solutions (**Project Fusion**)

UX/UI Designer

IBM acquired StoredIQ, Jan 2013

Dec 2011 – Jul 2015

Austin TX

- Collaborated with engineering and SMEs to design a **large-scale enterprise data management platform** for legal eDiscovery, IT forensics, compliance, records management, and storage optimization, as part of product re-architecture
- **Responsible for Administrator & Data Server product experience**, managing network of virtual data servers, scheduling the crawling and indexing of global enterprise unstructured data stores

Interaction Designer

frog

Oct 2010 – Nov 2011

Austin TX

- **Re-imagined Disney World experience**, with responsibility **focused on ticketing configuration flows, and design system stewardship**
- 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

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 complexities, speeding turnaround times, and minimizing wasted efforts creating, photographing, and retouching non-functional prototype models

Senior Interactive Art Director

Feb 2010 – May 2010

T3 currently Material

Austin TX

- New business pitch work for Chase, Estée Lauder, and Livescribe; Designed mobile websites, interactive 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 concepting & executing marketing campaigns for Dell's global consumer product launches

Senior Interactive Content Manager

Feb 2006 – May 2008

Powered formerly NotHarvard, Dachis Group, currently sprinklr

Austin TX

- Art directed and produced creative, illustrative, interactive, and video CMS assets for HP, Sony, Travelex, Gateway, Procter & Gamble, etc.

Systems Analyst

2003 – 2006

The University of Texas at Austin

Austin TX

- Special projects, consulting, R&D; produced live-streamed presentations; managed and mentored students; built prototype applications

Instructor, Visual Design

2001 – 2003

The Art Institute of Colorado

Austin TX

- Taught night school classes for adult professionals (Adobe), and Visual + Industrial Design Fundamentals to freshmen and sophomores

Interactive + Technical Producer

2000 – 2001

FOXSPORTS.com

Austin TX

- Designed and developed rich media applications, interactive widgets, and desktop gadgets for web, desktop, broadcast, and set top boxes

Post Graduate Certificate, AI for Leaders; Bachelors of Science, Geological Sciences – The University of Texas at Austin

Client List

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

Design Skills

- Business + Product Strategy
- Systems + Design Thinking
- Scientific Research Methods
- Sketching, Illustration
- Divergent Ideation
- Convergent Refinement
- Clarifying Ambiguity
- Requirements Definition

Technical Skills

- AI/ML, LLMs, Agents, MCP Tools, Langflow, CrewAI
- Big Data, App Dev, Prompting
- JavaScript, Python, PHP, Go
- HTML, CSS, DOM, SVG
- SQL, XML, JSON, YAML
- xpresso, maxscript, melscript
- Grep, RegEx, Shell Scripting

Soft Skills

- Relationship Building
- Team Alignment
- Presentation
- Cross-Disciplinary Collaboration
- Management, Scoping
- Design Leadership, Mentoring
- Personable, Approachable
- Humorous, Humble

Tools

- Figma, Miro, Sketch, Zeplin
- Illustrator, Photoshop
- After Effects, Premiere, CC
- Cinema 4D, 3dsmax, Maya
- Microsoft Office 365
- Google Suite
- Atlassian JIRA, Confluence
- Pencil, Paper, Whiteboard