

Jordan Reed – Senior User Experience Designer

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An expert in user-centered design, interaction design and interactive sound design, Jordan brings tremendous value to the success of web and mobile development projects because he advocates for the user throughout the project lifecycle. This means the team can focus on building the right features that will both delight users and bring the best return-on-investment to all stakeholders. Jordan has experience in designing solutions for companies who have varied budgets and come from differing industries. He made significant contributions to e-commerce and enterprise development projects as well as indie games released on Face Book, The App Store and Google Play. Experience has taught him that every product has unique constraints around design. To Jordan, the right design does not necessarily mean thinking outside the box, but often means researching and designing the best solution inside the box he is given.

Accomplishments

- Designed products for a global e-commerce marketplace owned by Amazon.com
- Designed enterprise business applications for the busiest airport in Europe
- Lead Designer of successful products that were critical to business operations and given top priority by senior management for development resources
- Championed for and successfully introduced Agile UX methodologies that increased team productivity and led to rapid deployment of improved features
- Presented prototypes that achieved unanimous executive approval and resulted in funding projects with multi-million dollar budgets
- Significantly improved the user-experience of products that have delighted millions of people worldwide

Responsibilities

- Design high quality user-centered solutions for globally recognized brands
- Lead design of large, wide impact user interfaces and brand new customer facing features
- Own the end-to-end design process including discovery, customer/persona and competitive research, experience mapping, process flows and scenarios, wireframes, and mock ups
- Follow Agile/Scrum UX processes
- Run team design sessions

Skills

User Experience	Design	Code	Leadership
User Research	Layout	HTML 5	Clearly articulates design concepts
Usability Testing	Typography	CSS 3	Can defend design rationale
User Stories	Iconography	Bootstrap	Translates abstract data into UX strategy
User Personas	Interaction Flow		Pursues stakeholder buy-in and manages interests
Scenarios	Wireframes		Active listener
Experience Maps	Lo-fi Prototyping		Earns trust
Heuristic Analysis	Hi-fi Prototyping		Advocates usability first
Competitive Analysis	Design Briefs		Educates through collaborative design
Comparative Analysis			

Work History

Contract Senior UX Designer, AbeBooks (Owned by Amazon.com)

January 2016 to Current

Researched and designed solutions for a global e-commerce marketplace. Led the design of a brand new customer-facing product internally referred to as Collections, a visceral shopping interface that allows customers to visually browse inventory in seller catalogues. Transformed the way buyers discover inventory offered by the platform's thousands of sellers. Contributed designs for a personalized buying experience. Led research into UX improvements for a global shipping matrix. Conceived and implemented a new design strategy to improve conversion rates for product landing pages that receive millions of monthly page visits. Led design for seller-tools that are critical to operational success.

Senior Solutions Designer, Contractor at Cognizant Technology Solutions (UK)

March 2015 to June 2015

User experience and interface design of enterprise applications developed for Heathrow Airport Limited (formerly BAA, now trading as HAL). Hired as a subject matter expert on mobile interaction user interface design. Provided lo-fi and hi-fi prototypes, conducted research and evangelized for usability testing in iterative design cycles. Created UI assets and delivered heuristic analysis to ensure the context of user experience harmonized with client's branding and usability best-practices. Advocated designing for usability first.

Design Consultant, Freq Wave Studios

September 2011 to December 2015

Provided creative design, development, consulting, prototyping and interactive design for a number of clients. Services for clients covered the user experience design process, including visual design, prototyping, user research, usability tests, wireframes, site maps and audio design. Other related services include front-end development, brand development as well as linear sound design and audio implementation in interactive experiences. Clients past and present include: OneNet Marketing, Heathrow Airport Limited (HAL), TinyMob Games, Kano/APPS, Island Savings Credit Union, MmPower Consulting, Wildflower Bees, Girl Grey Beauty, The Band Agency, Radial Games

- **OneNet Marketing** – Produced videos for eBillity time tracking products
- **Heathrow Airport Limited (HAL)** — User Experience and visual design consulting for Flight Watch, a mobile browser-based application used in airfield auditing and data capturing to improve baggage handling systems across the airport. Prototyped hi-fi presentations to feel like real apps, which hooked stakeholders from the beginning. Followed agile development methods with daily scrums based on direct capture objectives (DCO) to produce a functional prototype in less than a month.
- **Heathrow Airport Limited (HAL)** — User Experience and visual design pre-production consulting for Airport Operations (AOP), a critical web application used for monitoring predictive versus real-time implications to flight times, delays, takeoff and landings. Evangelized the use of embedded design and Agile UX methods which contributed to significant increases in budget allocation for enterprise UX and design resources.
- **TinyMob Games** — Design consulting for mobile strategy game (iOS, Android). Focused on audio direction, sound design and implementation for mobile devices. Optimized experience for 100MB data cap restrictions to facilitate cellular network download capabilities. Also directed and produced voice-talent, sound effects and music for in-game experience and promotional trailers.
- **Kano/APPS** — Design consulting for three interactive games on web and mobile platforms (HTML5, Flash and Facebook). Responsible for audio direction, and interactive sound design in the user experience.
- **MmPower Consulting** — Design and development of corporate web presence. Focus on mobile-first responsive design for cross-device user experience. Front-end development and design

- **Wildflower Bees** — Design and development of a commercial website to support offline retail sales and logistics. HTML 5 responsive development for continuity of experience across devices.
 - **Girl Grey Beauty** — Development and design of online presence for beauty influencer with a social media following of over 175 thousand subscribers, growing by approximately 1000 new followers each day.
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Tools

- Adobe Creative Cloud
 - Sketch
 - Balsamiq
 - Axure
 - Web Storm
 - Twitter Bootstrap
 - Pega 7 & Pega 7 Express
 - Slack
 - Trello
 - Logic X
 - Screen Flow
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Recent Courses and Conferences

- PAX Dev 2014 — UX How Two Letters Make a World of a Difference
 - PEGAWORLD 2015 — Building a World-Class Multi-Channel User Interface
 - PEGAWORLD 2015 — Putting You first in UX
 - PEGAWORLD 2015 — Building Strategic, Cohesive and Scalable User Experience
 - PEGAWORLD 2015 — The Great UX Smackdown:
Creating User Experiences That Drive Business Success
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Professional and personal references as well as portfolio are available upon request