Jason Riddle

San Jose, CA 94087 | 408.306.3734 | riddledesignworks@gmail.com
https://www.linkedin.com/in/jasonriddledotnet | http://jasonriddle.net

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Results-driven, business-value focused Senior UX | UI Designer with multiple shipped, successful, Enterprise software products on record. Master hand-coded HTML5 and CSS3 skills, including some JavaScript framework experience. Expert skills with visual design tools such as Sketch and Adobe Creative Suite: Photoshop, Illustrator, Fireworks, InDesign, plus Project Management experience.

Friendly team-leader with natural talent for communication; ability to work directly with customers and cross-functional teams, considerable experience traveling internationally for business.

Extensive data storage industry experience; familiarity with Big Data / Cloud / HPC markets, storage industry terminology, concepts and storage solution management, monitoring and administration.

Exceptional skills and experience with:

- **Adobe Creative Suite**
- Agile / Scrum Development
- Axure RP Pro
- Balsamiq
- **CSS3**
- Competitive Analysis
- Customer Interaction
- Design Patterns
- Drupal CMS
- **HTML5**

- **Illustration**
- Information Architecture
- Interaction Design
- InVision
- Iterative Development
- **Lean UX**
- Marketing Materials
- Product Identity and Branding
- Rapid Prototyping
- **Responsive Design**

- **Sketch**
- Software Demonstrations
- Storyboards and Wireframes
- Style Guidelines
- **User-Centered Design**
- User Flows / Site maps
- User Profiles / Personas
- User Scenarios
- Visual Design / Graphics
- **Web-Based Prototypes**

PROFESSIONAL EXPERIENCE

Seagate Technology　　　　　　　Fremont, CA　　　　　　　2013 – 2015
Senior UI | UX | Graphics Designer

- Successfully designed, prototyped, implemented, tested, and shipped the following products in 2015, expected to save Seagate millions per year in support costs:
    - *ClusterStor Service Console* UI
    - *Sonexion Service Console* UI
- Created powerful and effective software demonstration assets for the annual SuperComputing tradeshow, pivotal work which enabled high-profile business deals in closed-door sessions with phenomenal results
- Created clear and functional guidelines for software management teams with results of consistent, on-brand and beautiful interfaces across product lines

Xyratex International　　　　　　　Fremont, CA　　　　　　　2006 – 2013
Senior UI | UX | Graphics Designer

- Successfully designed, prototyped, implemented, tested, and shipped the following products:
    - *ClusterStor Manager* dashboard UI, an instrumental feature in securing business deals valued in the multi-millions of dollars by helping Users easily monitor and manage their storage solutions
    - *Sonexion System Manager* dashboard UI, to rave reviews from the customer, Cray, Inc.
    - *StorView* (features and modal screens) which was a widely used and celebrated storage management tool in the industry for many years
- Created numerous Auto-Run CD application UIs for software, driver, and manual installation programs, distributed for many years with all Xyratex storage solutions
- Assisted with the closing of business deals worth many millions of dollars by giving pivotal software demonstrations to high-profile customers at crucial stages of product evaluation
- Created powerful and effective software demonstration assets for the annual SuperComputing tradeshow, pivotal work which enabled high-profile business deals in closed-door sessions with phenomenal results
- Created clear and functional Xyratex Branding Guidelines and Style Guides for software management teams resulting in consistent, on-brand, and beautiful interfaces across product lines

Raike Publishing Corporation   Carmel, CA   2005 – 2006
Art Director *Monterey Homes Magazine* and *Central Coast Magazine*
Art Director / Project Manager *Monterey Peninsula Guide*

- As Art Director for Homes magazine & Central Coast Magazine, produced the monthly (high production) design and layout of these magazines, including building ads for high profile clients such as the Pebble Beach Company and others
- As Art Director, selected all editorial content, photography, and stories used and any other content or design elements used in *The Monterey Peninsula* Guide
- As Project Manager I directed a Photographer, Copy Editor, Graphic Designers, Imaging Technician, Sales Consultant and Marketing Coordinator and temporary staff to successfully produce *The Monterey Peninsula Guide*

Excelligence Learning Corporation   Monterey, CA   2004 - 2005
Graphic Designer

- Designed dynamic and engaging catalog layouts, created spot illustrations, developed early-childhood educational products, corporate branding and promotional assets
- Created compelling e-Flyers for *Early Childhood News* magazine

Burchell House Properties   Carmel, CA   2002 – 2004
Graphic Artist

- Assisted Sales and Marketing to generate multi-million dollar home sales via creation of high-end Marketing materials. Photographed homes and created visual tours, e-Flyers, camera-ready newspaper ads, listing presentations, print flyers, brochures, postcards, magnets, signage, window displays, business cards, invitations and more
- Greatly enhanced the business presence of the organization via content creation and management for the BurchellHouse.com web site.

The Igneous Group   Santa Cruz, CA   2000 – 2002
Quality Assurance Engineer
Web User Interface Designer

- Greatly improved team collaboration and communication by developing Company Intranet with Content Management features, a search-able knowledge base and phone system, dynamic file directory and employee listings and role-based security features
- Created dynamic, database-driven websites, demonstrated talent for creating graphics and designing User Interfaces
- Developed and deployed test plans and authored regression test scripts

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EDUCATION

Code School

- Currently enrolled, revisiting JavaScript fundamentals in preparation for Angular.js focus.

DeAnza College   Cupertino, CA

- Completed *Object Oriented Programming with JavaScript* course with an "A" grade.

Monterey Peninsula College   Monterey, CA

- Extensive coursework in Fine Art; drawing, painting, ceramics, and sculpture.

OTHER TECHNICAL SKILLS

- Accessibility / W3C WCAG / WAI-ARIA
- Analytics-Driven Design
- Apache
- Big Data
- Cloud Software
- Content Strategy
- D3.js
- Data Visualization
- Dojo
- Enterprise Software Development
- Firebug and Developer Toolkit
- Git
- Google Docs
- High Performance Computing
- Highcharts.js
- Human Factors
- Jira + Greenhopper
- Joomla
- jQuery
- Linux
- Mac OSX
- Materialize framework
- Microsoft Office
- MySQL
- PHP
- Polymer and Web Components
- Powerpoint
- Rally
- Raphael.js
- Requirements Gathering
- Software Documentation
- Storage Management
- Storage Solutions
- Subversion
- Typography
- Usability Testing
- Virtualization
- Web Content Management
- Windows
- Wordpress