



Jason Riddle

 **Senior UX + UI Designer**

 **San Jose, CA 95124**

 **<http://jasonriddle.net>**

 **408.306.3734**

Experience Summary

User Experience Design

10 years

Engaging in research, analysis, ideation, collaboration, UI design and testing, creating personas, site flows, wireframes of various fidelity, interactive prototypes, style guides, user tests and surveys.

User Interface Design

16 years

Creating everything from consumer-facing websites, to company intranet sites and internal team collaboration sites, to Enterprise software tools, including mobile and responsive Web interfaces.

Graphic Design / Art Direction

18 years

Creating all manner of graphics for both print and Web, from ads, brochures, magazine layouts, to icons, banners, animations, infographics, and illustrations.

About

An accomplished digital product designer, focused on User Experience, Interaction, and User Interface Design. Works closely with cross-functional teams and is inspired by User Centered Design, the Lean UX process, and the Agile Manifesto. Dedicated to a full, iterative process; from understanding business and customer goals, user motivations and needs, to build/measure/learn process, through to shipped products, and beyond with analytics, user testing and optimization.

Leverages tools such as Adobe CC, Sketch or Axure, Omni-graffle; frameworks such as Bootstrap, Materialize, jQuery and others to design and develop useful and beautiful products that solve real-world business problems. Hand-codes clean and semantic HTML5 and CSS3, while version-controlling work with GIT. Deliverables include wireframes, user personas, site flows, graphical assets, and style guides to interactive prototypes and working, tested, minified, optimized, code. Finally, as a continuous learner, currently focused on SASS, Zurb Foundation, JavaScript fundamentals, and the Lean UX process.

Technical Skills

- ◆ Adobe Creative Cloud
- ◆ CSS3
- ◆ CSS frameworks
- ◆ Drupal / Wordpress
- ◆ GIT / GitHub
- ◆ HTML5
- ◆ JavaScript libraries
- ◆ SASS / SCSS

Process Skills

- ◆ Agile / Scrum / Kanban
- ◆ Jira + Greenhopper
- ◆ PDLC
- ◆ Quality Assurance
- ◆ Rally

UX Skills

- ◆ Content Strategy
- ◆ Functionality
- ◆ Information Architecture
- ◆ Interaction Design
- ◆ Typography
- ◆ Usability / Accessibility
- ◆ User Interface Design
- ◆ Visual Design

UX Process

1. Research / Discovery
2. Personas / Use Cases
3. Wireframes / Workflow
4. Interactive Prototypes
5. Validate Internally
6. Test Externally
7. Learn / Iterate
8. Release, Repeat

 **riddledesignworks@gmail.com**



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Professional Experience

Senior UX + UI Designer

Seagate Technology

Fremont, CA

2013-2015

- ◆ 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

Senior UX + UI Designer

Xyratex International

Fremont, CA

2011-2013

- ◆ 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 / manage their storage solutions
 - Sonexion System Manager dashboard UI, to rave reviews from the customer, Cray, Inc.
- ◆ 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

UX + UI Designer

Xyratex International

Fremont, CA

2009-2011

- ◆ Successfully designed, prototyped, implemented, tested, and shipped the following products:
 - StorView (features and modal screens) which was a widely used and celebrated storage management tool in the industry for many years
 - Interactive CDROM application UIs for software, driver, and manual installation programs, distributed for many years with all Xyratex storage solutions

Web / Multimedia Designer

Xyratex International

Fremont, CA

2006-2009

- ◆ Added and maintained features to UI for StorView product
- ◆ 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

Previous Roles

Raika Publishing Corp

Art Director / Project Manager

2005-2006

Excelligence Learning Corp

Graphic Designer

2004-2005

Burchell House Properties

Graphic Artist

2002-2004

The Igneous Group

Web UI Designer

2000-2002

RiddleDesignWorks

Web / Graphics Designer

1998-2016