



# Jason Riddle

 **Senior UX + UI Designer**

 **San Jose, CA 95124**

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

 **408.306.3734**

## Experience Summary

18 years

### User Experience Design

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 / Development

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

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 / Rally
- ◆ PDLC
- ◆ Pro. Scrum Master
- ◆ Quality Assurance

## UX Skills

- ◆ A/B Testing, Surveys
- ◆ Content Strategy
- ◆ Competitive Analysis
- ◆ Information Architecture
- ◆ Interaction Design
- ◆ 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

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## Professional Experience

### Lead UX + UI Designer

#### Cisco Systems

San Jose, CA

2016-Current

- ◆ Leads UI + UX design efforts for a new, highly sophisticated product with Converged Services Platform group (via contract with Randstand Technologies) related to Microservices, APIs, IOE
- ◆ Creates sketches and wireframes and leads ideation sessions. Gathers user feedback and incorporates into design solutions. Facilitates remediation of all UI bugs/ issues
- ◆ Manages remote team of UX and UI Designers, as well as front-end developers. Responsible for delivery of entire front-end solution, with extremely aggressive timelines / high visibility project

### Principle UX + UI Designer / Founder

#### Riddle Design Works

San Jose, CA

2015-2016

- ◆ Created a consumer-facing **web site** for Santa-Barbara luxury yacht chartering company, Ocean Channel Adventures
  - Designed solution with client-tailored UX processes and Sketch, Adobe Photoshop
  - Developed site with combination of custom code, Bootstrap, jQuery and other tools
  - Implemented Google Analytics to monitor user behavior and iteratively improve experience
- ◆ UX consultant work for a stealth-mode startup in the AI / Big Data Analytics sector

### 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 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

# Jason Riddle

## Professional Experience (Continued)

### 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

**Raike 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**

## Testimonials

*"I had the opportunity of working on a new storage system with Jason. He provided much needed and solid direction to the team implementing new administrator GUIs and Field Service GUIs. He set innovative guidelines for GUI development that significantly improved our user interface. Administrators loved it, and Field Service Personnel were more productive. I have been delighted with his contributions to our product."* - **Ken Boyd, VP Systems Development (Seagate Technology)**

*"Jason's insight and design choices were instrumental in the successes of the products on which he worked. His proactive approach with customers allowed for business value designs that were intuitive and focused on business needs. As part of a larger scrum development group, he was able to easily swap between team priorities, directing design efforts and mentoring. He would be a valued addition to any team."* - **Matthew Ring, Senior Manager Application Framework (Seagate Technology)**

*"Jason's ability to translate product management requirements into conceptual user interface deliverables was very impressive. Jason's collaboration with product management, ability to translate technical conversations and provide a fast turn around enabled our team to provide the user interface framework for complex scale out data storage systems. Jason's professionalism and passion to bring the new user interface features to market provided significant value to our team."* - **Don Grabski, Director of Product Management (Seagate Technology / Xyratex International)**

**Additional recommendations available at:**

