Chris Jackson

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Skills

Leadership
Business strategy
Systems thinking
Business analysis
Requirements gathering
Functional specifications
Project management
Agile/Scrum/Kanban
Lean Development
Jobs to be Done
Object-Oriented UX
Product design
Product management
Design thinking
User research
User experience design
Information architecture
Prototyping
Usability testing
Responsive design
Mobile design
Search engine optimization
Web development
HTML & CSS
Google Analytics
Sketch, Axure, & Framer
Jira, Trello, & Rally
A sense of humor

Education

MFA, Poetry, George Mason University

BA, English, UMass/Boston

Certifications

Professional Scrum Product Owner (scrum.org)

Enterprise Design Thinking Practitioner (IBM)

See also

linkedin.com/in/cjackso/

christopherjacks.github.io/christopherjacks/ (portfolio)

Experience

User Experience Manager   InsureMyTrip 2019-present
I returned to InsureMyTrip to re-establish their UX department and to contribute to their product strategy as they prepare for the next phase of the company.

Product Management Director   Smart Management 2018-2019
I led the Product Management team, owning the product vision, backlog, and user stories for an EHR system for opioid-dependency clinics.

Product Manager   Mojotech 2017-2018
This was a 3-month contract gig establishing product management best practices for a major insurance site redesign.

User Experience Manager   MIT 2016-2017
I led a team of designers and front-end developers to systemize UX design across IT.

Design Lead   Fidelity Investments 2015-2016
I managed the user experience research and design processes for Fidelity's portfolio management tools.

Scrum Master   PayPal 2014-2015
I was scrum master for a great development team for the Consumer Webs Apps program.

Strategic Initiatives & Design Director   InsureMyTrip 2007-2014
I planned business strategy as a member of the senior leadership team and led the UX group, Product Management team, and strategic initiative projects for B2C/B2B travel insurance.

Information Architect   Dynamic Diagrams 2006-2007
I managed client relations, gathered requirements, and designed solutions for Fortune 100 clients, universities, and NGOs.

Information Architect   Boston University 2004-2006
I defined information architectures, content strategies, and user experiences for department sites and student, staff, and faculty portals.

Business Analyst/User Interface Designer   FastChannel Network 2003-2004
I gathered requirements, designed user interfaces, and led projects for online advertising delivery networks and applications.

User Interface Designer   Education Networks of America 2001-2003
I wrote help content and designed interfaces for Tennessee's K-12 education network applications and admin tools.

Achievements

- Introduced design thinking and product discovery to MIT's IT department.

- Pitched and led InsureMyTrip's e-commerce site redesign that increased sales by 15%.

- Implemented Agile and Scrum at a company with no formal project management.

- Designed the first travel insurance reviews app, now with more than 70,000 reviews.

- Introduced project management principles to the Web Services group at BU.

- Defined specifications for a quality control system that FastChannel management said made the project go more smoothly than any project in the company's history.

- Introduced user-centered design methods, including paper prototyping and usability testing, at a software company that had no design processes.

- Implemented a single-source solution for print documentation and online help that reduced work for devs and delivered value to MindWrap's customers sooner.