



Jordan L. Wright

Product Designer & Interface Conjurer

adigitalchemist@gmail.com

## Experience

### Salesforce Industries Design

Principal Product Designer & UXEngineer

- Accomplished building a survey product on the salesforce platform by leading the design and UXE
- Developed and pushed the idea of the need for a dynamic form builder across various industries
- Evangelized and facilitated sessions on how to use the design system across the Industries Org
- Created a vision across mortgage providing a seamless solution for the business as well as the consumer
- Helped launch the original HealthCloud offering by leading the UXE

### Slalom Consulting

UX Designer & UI Engineer — Delta Cargo, DeltaCargo.com - Acceptance - Check-In

To eliminate a bottleneck in Delta's process where accurate data was not being captured, I redesigned the flow of the product journey to streamline the most prevalent products and set up multiple opportunities to capture accurate data. This eliminated time wasted on edge cases that were very time consuming and thus blocking the more prominent products.

- Facilitated easy adoption by the employees and achieved widespread acceptance on the new process
- Created Repos for easy access and sharing
- Confirmed design decisions through usability testing
- Engineered new web pages to highlight the new functionality on the site
- Managed the team and oversaw all aspects of the work ensuring quality

UX Designer & UI Engineer — WMS / ATT, Mobile App

Accessing the Internet on a cruise ship is a problem. I partnered with ATT TIP innovation to put a server on the cruise ship allowing guests to connect peer to peer. I developed a mobile app centered around a social platform for chatting, adding friends, and creating a profile. I also added the ability to chat with a concierge in real time and access an information center where the guest could pull down information and deals relative to the cruise allowing the client to leverage additional revenue streams.

- Set up multiple revenue streams with tiers of service
- Created an administration portal for easy management from the cloud
- Engineered a Hybrid app with Ionic
- Produced a motion graphics video that was very successful in generating interest at conferences

UX Designer— IHG, Future hotel experience

From booking to check out, IHG wanted me to ideate around what the future hotel experience could look like. An experience guide along with a video was put together to showcase this vision. It was then taken to be evangelized to all the franchises.

- Won future work off of the deliverable
- All the proposed ideas are in the works for future initiatives

UX Designer & UI Engineer — Cox New Business, Product Innovation

The client wanted a product that could serve as both a range extender/router and a smart home hub. The client partnered with an existing product to white label. To make the product stand apart I created new branding, packaging, and a responsive ecommerce based website for sales. I also conceptualized many new product ideas.

- Pitched many new product ideas
- Ideated and built many rapid prototypes for quick decision making



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UX Designer & UI Engineer — Cox Communications, Ecommerce

When I started the project there was a clear divide between the idea of learning and shopping on cox.com. Through extensive user testing we observed and documented that users quickly gravitated to a shopping experience where they wanted to window shop. From there they would then dive deeper into messaging about that particular product. We created a “hub and spoke” concept around shop that was very successful with users and saw a positive increase in sales upon release.

- Facilitated a collaborative partnership between design and development teams
- Created various user flows that all scored positive SUS usability scores in testing
- Engineered a prototype for the full structure of the site for usability testing.

UI Engineer— Home Depot, homedepot.com

Home depot wanted to create an online tracking experience for the ordering of big projects like installations. Here users could log in from any device and check where they were in the process and what to expect next.

- Created a scalable jQuery plug-in
- Implemented knowledge transfer and training for front end techniques to the existing dev team

UI Engineer — Career Builder, careerbuilder.com

We collaborated with CareerBuilder to create an online resume builder that leveraged Gamification for a fun and easy way to create a resume and share it online with potential companies. There was also a built in function to allow users to upgrade their subscription to have a specialist help them hone their resume for better success.

UX Designer— Global Payments, Intranet

Southern Company  
UX/iXD Designer & Developer

2011- 2012, Atlanta GA

- Oversight on UX and UI development
- Redesign of the UX styleguide/standards.

AutoTrader.com  
Visual Designer

2010-2011, Atlanta GA

- Interactive Design & StyleGuide Standards
- Branding & Usability



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White Ink Studio  
Interactive & Visual Designer  
2008-2010, Los Angeles CA

- Visual Design
- XHTML & CSS with JavaScript
- Motion Graphics

Freelance Designer  
Interactive & Visual Designer  
2007-Present, Los Angeles CA

Star International  
Interactive & Visual Designer  
2005-2007, Rancho Santa Margarita CA

## Education

Laguna College of Art & Design  
B.A. Illustration with emphasis on Animation