

# Gerald Jackson

## I.T. Systems Analyst

Los Angeles, CA - Email me on Indeed: [indeed.com/r/Gerald-Jackson/957b44cb5a50f98b](https://www.indeed.com/r/Gerald-Jackson/957b44cb5a50f98b)

Willing to relocate: Anywhere

Authorized to work in the US for any employer

### WORK EXPERIENCE

#### UX Designer

ChefUp App - Chicago, IL - January 2016 to Present

Project Name- Chef UP | <http://chefupapp.com/#>

Description- Chef Up is a mobile application and social media network that allows for users to cook, buy, and sell homemade meals from the comfort of their own home. Chef up meals can be either picked up or delivered based on user preference and is designed for user to build their network and culinary reputation in order to produce and distribute food for profit, convenience, or hobby.

- Created clickable prototypes when needed
- Developed user personas and scenarios in order to enhance functionality and usability for key audiences
- Designed adaptive layouts to maintain a consistent user experience across the product.
- Prototyped visual design concepts, designed icons, and provided solution for a new navigation system, resulting in a better user experience
- Produced flow charts, wireframes and designed web page layouts

#### UX Designer

24/7 Competition - Washington, DC - August 2014 to Present

Project Name- 24/7 Competition | <http://247competition.com>

Live App Store Link - <https://appsto.re/us/mta4eb.i>

Description- 24/7 Competition transforms athletes from across the world into communities and economies. The sole intent is to improve outcomes and opportunities for the athlete as a competitor and as a person.

- Completed user research to identify opportunities for improving the mobile application and website signup process. Efforts drove the following enhancements:
  - o Replacement of vague options with clear calls to action, increased the total number of early beta user signups by 20%
  - o Improvement of core web site functionality by fixing broken links and adding a email sign-up form
  - o Created a more intuitive site navigation by eliminating misleading labels and unnecessary clicks
- Lead persona creation to optimize journeys, develop site maps and construct wireframes enabling effortless navigation
- Managed usability testing in preparation for web site redesign. Defined testing parameters, prepared prototypes, recruited users, facilitated tests and reported results
- Built prototypes and produced wireframes for the IOS app and the website
- Partnered with user interface designers and web developers to translate information architecture, navigation and process flows into simple easy-to-use solutions

### EDUCATION

#### Bachelor of Business Administration in Computer Information Systems

Howard University - Washington, DC  
May 2015

## SKILLS

User Experience Design (3 years), Information Technology (5 years), User Interface Design (3 years), Quality Assurance (2 years), Quality Control (1 year), Ecommerce (1 year), HTML 5 (3 years), IOS (3 years), Sharepoint (2 years), CMS (2 years), Digital Media (2 years), MySQL (3 years), Powerpoint (5 years), Wordpress (3 years), HPLC (1 year), Waterfall (1 year), Agile (4 years), Desktop Support (2 years), CSS3 (2 years)

## LINKS

<http://247competition.com>

<http://Cheetahbrixxs.com>

<http://dfthdy.com>