

# JASON COOK

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## PRODUCT EXPERIENCE COACH

As an award-winning user experience and service design leader, I bring deep expertise in experience strategy, product design, digital transformation, software architecture, and user research. My proven track record of leading cross-functional teams in global organizations and innovative startups is a testament to my ability to drive customer satisfaction. I am well-recognized for my strategic vision and ability to deliver actionable solutions, foster team collaboration, and ensure a customer-centric approach in all projects I lead.

## SKILLS

Product Design | Service Design | Enterprise Software Solutions | Business Strategy | Team Building & Ethical Leadership

## EXPERIENCE

**DELL TECHNOLOGIES**, Round Rock, TX

**May 2019 – Aug 2024**

Global leader in computing, technology infrastructure, and digital transformation solutions.

**Senior Manager of Research and Design – Global Services**, Nov 2021 – Aug 2024

Led customer experience research and design for Dell Technologies' Global Services, earning a STAR Award from the Technology Services Industry Association in 2023 for reducing channel misdirection by 20% globally, helping 16,000 customers, and saving 5,000 hours of agent time annually.

- Developed a company-wide customer journey model to unify experience strategy, customer research, and service innovation.
- Directed customer experience strategy, transforming people, processes, and technology to align with customer journeys.
- Led blue-sky service design sessions, created maturity models, and co-developed a strategic roadmap to achieve North Star visions across the organization.
- Led strategy, architecture, and design for multiple journey redesign programs simultaneously.

**Senior Principal Experience Designer – Global Services**, Dec 2020 – Nov 2021

Co-founded the customer experience research and design organization, defining mission, vision, core values, and onboarding/training programs.

- Co-developed enterprise-wide customer journey model, encoded into ARIS, driving end-to-end process collaboration. Co-created experience-led design framework and methodologies governing all research and design operations in the customer experience organization.
- Built strong relationships with executives, stakeholders, and teams across four Dell business units to drive company-wide initiatives.
- Spearheaded thought leadership in service design, creating and moderating the company-wide forum on service design.
- Curated courseware on agile methodologies for business-unit-wide "Future-Ready Skills" curriculum.

**Lead UX Product Designer — Digital Services**, Dec 2020 – Nov 2021

Led a co-located team of product designers focused on enterprise business management software.

- Designed the company-wide customer-facing order management platform.
- Designed the enterprise asset management platform for large infrastructure enterprises.
- Defined and standardized widely adopted customer experience tenets.
- Received fifteen internal recognition awards.

**ALPHA CHI TECHNOLOGY**, North Hollywood, CA

**Dec 2012 – May 2019**

Boutique technology consultancy delivering digital transformation with custom enterprise-grade systems.

**Cofounder, Principal Experience Consultant**

Led end-to-end experience design for digital transformation initiatives, aligning client strategy with user-centered design and robust solution architectures.

- Collaborated with stakeholders to clarify vision and align business goals, benchmark competitors, and define strategic metrics.
- Conducted user research through interviews, heuristic evaluations, and behavioral modeling with personas, user stories, use cases, and journey maps.
- Designed application workflows and interactions using process flows, sitemaps, wireframes, storyboards, and interactive prototypes.
- Developed comprehensive solution architectures, incorporating information hierarchies, component maps, and controlled vocabularies.
- Delivered pixel-perfect style guides and detailed engineering specifications to ensure consistent design implementation across teams.

**MEREDITH XCELERATED MARKETING**, Culver City, CA

**Feb 2011 – Dec 2012**

Leading data-driven digital marketing and customer engagement agency for top-tier brands (later becoming Accenture Interactive).

**Director of User Experience**

Led the user experience department, driving design strategy and consultation for Fortune 50 clients and managing the integration of UX teams through multiple mergers.

- Provided UX design, strategy, and consultation for industry-leading Fortune 50 clients.
- Scaled the UX team from nine core members to an additional network of twenty contractors.
- Developed individualized career paths and growth objectives, fostering team development and performance.
- Managed the seamless integration of acquired talent during company mergers, creating a unified and cohesive department.
- Streamlined processes to reduce revision time and costs by 20%, meeting short- and long-term department objectives.

**IDENTITYMINE**, Seattle, WA

**Sep 2007 – Feb 2011**

Specialized research, design, and development agency focused on natural user interfaces and next-gen gestural interactions.

**Director of User Experience**

Led the User Experience department, driving innovation in gestural interaction design and overseeing UX projects for Fortune 100 clients.

- Reported directly to the CEO, managing a team of twelve developers and designers and mentoring four information architects.

- Acted as a hands-on team leader, contributing to project planning, management, and production alongside the team.
- Ensured quality deliverables and on-time project completion while fostering team collaboration, personal development, and career growth.
- Delivered on-site consultations, training workshops, seminars, and conference talks for blue-chip Fortune 100 clients, with 25% international travel.
- Contributed to engineering gestural interaction libraries and design patterns, now part of Microsoft's Surface namespace.
- Reviewed and planned new client engagements, collaborating on pitches, proposals, and statements of work to secure new business.
- Led cross-department efficiency initiatives, implementing standards that improved communication, productivity, and overall company performance.

## CERTIFICATIONS, AWARDS, AND PUBLICATIONS

- **Technology & Services Industry Association STAR Award** – Excellence in Organizational Convergence, Sep 2023
- **Forrester Certification: Leading with Customer Obsession**, Jun 2023
- **Forrester Certification: Innovating Customer Experience**, Nov 2022
- **Design Sprint Master Certificate**, Design Sprint School, Aug 2020
- **Foundation Expression Blend 3 with Silverlight** [Apress, 2009] – Ghost Writer, Technical Reviewer
- **Foundation Expression Blend 2: Building Applications in WPF and Silverlight** [Apress, 2008] – Ghost Writer, Technical Reviewer

## TOOLS

- Master-level skills with **Adobe Creative Suite** (25 years of experience with **Photoshop** and **Illustrator**), **Figma**, and **FigJam**.
- Capable with **HTML**, **CSS**, **JavaScript**; familiar with standard web frameworks such as **Angular**, **React**, and **Bootstrap**.