

# JASON COOK

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## PRODUCT EXPERIENCE LEADER

Award-winning user experience and service design leader with deep expertise in experience strategy, product design, digital transformation, software architecture, and user research. Proven track record of leading cross-functional teams in global organizations and innovative startups and ability to drive customer satisfaction. Known for strategic vision and ability to deliver actionable solutions, foster team collaboration, and ensure a customer-centric approach in all projects.

## SKILLS

Team Building | Ethical Leadership | Product Design | Service Design | Enterprise Software Solutions | Business Strategy | Creative Direction | UX Direction | User Interface Design | Brand Development | User Stories | Heuristic Evaluation | Enterprise Architecture | Data Visualization | Adobe Creative Cloud | Figma | HTML / CSS / Javascript

## PROFESSIONAL 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

Directed customer experience strategy, transforming people, processes, and technology to align with customer journeys.

- Led customer experience research and design for Dell Technologies' Global Services, earning a STAR Award from the Technology Services Industry Association in 2023 for increasing engagement by 65%, reducing channel misdirection by 20%, helping 16,000 customers, and saving 5,000 hours of agent time annually.
- Designed concepts and led experience strategy to integrate physical and digital customer experiences, leading to an estimated \$21.5M in increased revenue and \$36.7M in cost savings annually.
- Developed a company-wide customer journey model to unify experience strategy, customer research, and service innovation.
- Led blue-sky service design sessions, created maturity models, and co-developed a strategic roadmap to achieve North Star visions across the organization.

#### 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-founded and scaled the customer experience design organization, establishing frameworks and methodologies that empower autonomous team operations. Developed enterprise-wide customer journey model driving end-to-end process collaboration.
- 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.

#### Lead UX Product Designer — Digital Services, May 2019 – Dec 2020

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 organizations.
- 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.

- Designed application workflows and interactions for enterprise-grade systems using process flows, sitemaps, wireframes, storyboards, and interactive prototypes. Created frameworks that balanced user needs with business objectives across diverse platforms.
- Conducted user research through interviews, heuristic evaluations, and behavioral modeling with personas, user stories, use cases, and journey maps.
- 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.

- 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 as hands-on manager of a team of twelve developers and designers and mentor to four information architects. Contributed to project planning, management, and production.
- Delivered on-site consultations, training workshops, seminars, and conference talks for Fortune 100 clients.
- Contributed to engineering gestural interaction libraries and design patterns, now part of Microsoft's Surface namespace.

**CERTIFICATIONS, AWARDS, AND PUBLICATIONS**

- Technology & Services Industry Association STAR Award – Excellence in Organizational Convergence, Sep 2023 (recognized for excellence in aligning organizational strategies to deliver transformative user experiences)
- Forrester Certifications: Leading with Customer Obsession, Jun 2023; Innovating Customer Experience, Nov 2022 (demonstrated expertise in crafting customer-focused frameworks for scalable design solutions)
- Design Sprint Master Certificate, Design Sprint School, Aug 2020 (demonstrated expertise in Google Ventures' Design Sprint methodology)
- Foundation Expression Blend 3 with Silverlight [Apress, 2009], Foundation Expression Blend 2: Building Applications in WPF and Silverlight [Apress, 2008] – Ghost Writer, Technical Reviewer