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 Suite | 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 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.
● 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, 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 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.
● 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.
● 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
● Hands-on team leader, contributing to project planning, management, and production alongside the team.
● 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.

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