JASON COOK

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SENIOR USER EXPERIENCE DESIGNER

Award-winning user experience designer with expertise in crafting intuitive, visually engaging, and technically robust interfaces for digital products. Skilled in end-to-end design production, including user research, wireframing, prototyping, and delivering polished solutions that enhance customer satisfaction and business outcomes. Adept at collaborating across disciplines to produce high-quality, user-centered designs.

SKILLS

User Experience Design | Interaction Design | Information Architecture | User Interface Design | Prototyping | Usability Testing | User Research | Heuristic Evaluation | Accessibility Standards | Figma | Adobe Photoshop, Illustrator | HTML / CSS / JavaScript | Agile Development | Design Systems

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 and concept design, 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 design and research frameworks and methodologies that empower autonomous team operations. Developed enterprise-wide customer journey model driving end-to-end process collaboration.
- Produced detailed design documentation and prototypes to unify enterprise-wide customer research and service design practices.
- Created and documented reusable design patterns and components for scalable customer experience applications.
- Established the visual and interaction design guidelines for customer experience processes across Dell's business units.

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.

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 using process flows, sitemaps, wireframes, storyboards, and interactive prototypes.
- 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.
- Created scalable UX strategies and hands-on design solutions, ensuring brand consistency across campaigns.
- Generated detailed design assets and style guides, enabling seamless execution by internal and external teams.
- Scaled the UX team from nine core members to an additional network of twenty contractors.
- Streamlined design production 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.
- Designed and developed cutting-edge gestural interfaces for Microsoft Surface, delivering prototypes, visual assets, and interaction models for next-generation technology.
- Delivered interactive prototypes, user flows, and design documentation for Fortune 100 client projects.
- Created user research methodologies and tested interaction designs to improve usability for touch-based systems.
- 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