

Jason Cook

User Experience Strategy, Research, Architecture, and Design

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Summary

I provide full-spectrum experience strategy, research, architecture, and design services to enterprise organizations creating line-of-business applications and promising startups with big ideas.

My approach is grounded in modern, agile business technique like Lean Startup and Minimum Viable Product strategies, integrating seamlessly with Scrum and other lean methodologies, and tailoring activities and artifacts to yield maximum benefit at each phase.

I provide out-of-the-box thinking to every engagement by leaning on my experience consulting across a wide variety of industry verticals including data centers & IT, electricity and water utilities, oil & gas, manufacturing, pharmaceuticals, retail consumer goods, and entertainment.

I combine humanist research methodologies, classical design practices and deep technical prowess to deliver design solutions that delight both the teams that build software products and the people that use them.

Objective

My mission is to create a positive impact on the world by applying human-centered technology solutions to the world's most challenging business problems. I deliver concrete, measurable value as either a contract consultant or, if the chemistry's right, by joining the team as an employee to meet long-term objectives. If you need an advisor, strategist, design team leader or a principal designer, we can create something amazing together.

Experience

User Experience Consultant

Alpha Chi Technology, 2013 – Present

- I interview stakeholders, benchmark competitors and help clarify goals and metrics align vision and understand the subtleties and nuances in a client's business.
- I interview users, perform heuristic evaluations, and model behavior with artifacts such as personas, user stories, use cases, and experience journeys to develop an understanding of the user base.
- I design the interactions in an application or service using a combination of process flows, sitemaps, static and interactive wireframes, storyboards, and clickable prototypes.

- I model solution architectures with information and functional hierarchies, component maps, taxonomies, and controlled vocabularies.
- I communicate intent to the rest of the organization by creating pixel-perfect style guides and rigorous engineering specifications.

Director of User Experience

Meredith Xcelerated Marketing, 2011 – 2012

- I directed the User Experience department at the lead digital agency in a large agency network.
- I grew the in-house User Experience department to a team of nine core members and another 20 satellite resources.
- I helped establish goals and growth objectives for my team members, working with each one individually to create a personalized career path.
- I provided user experience design, strategy, and consultation for top-tier, industry-leading clients including five members of the Fortune 50.
- I created inter-department process improvements to streamline communication and reduce revision time and costs by 20%. I set and oversaw all short- and long-term department objectives.
- I managed the UX department through a series of company mergers, negotiating the integration of acquired UX talent into a unified department.

Director of User Experience

IdentityMine, 2007 – 2011

- I directed the User Experience department at a 60-person company specialized in research, design, and development for natural UI and next-gen gestural interfaces.
- I reported directly to the CEO, lead a team of twelve developers and designers, and provided mentorship to another four information architects.
- I was a hands-on team lead that built the project right along with the rest of the team, taking part in project planning, management and production.
- I actively communicated with members of my team to ensure delivery quality and timeline, and created avenues to promote team members' collaboration and cooperation, personal development and career growth.
- I provided blue-chip, Fortune 100 clients with on-site consultation engagements, conducted intensive training workshops, led seminars and gave talks at conferences, traveling up to 25%, including internationally.
- I helped create libraries and gestural interaction design patterns that are now part of Microsoft's Surface namespace.
- I reviewed and planned all new engagements for the company, fielded leads from business development, generated pitches, proposals and statements of work.
- I lead cross-department communication and efficiency initiatives, implementing standards and practices, tracking productivity, and creating a measurable improvement to the company bottom line.

Tools

My toolset today includes skill mastery with Adobe Creative Suite (20 years of experience with Photoshop and Illustrator), advanced skills in Sketch, journeyman-level skills with Figma, InVision, and Zeplin, and I've dabbled with other tools like Adobe XD and OmniGraffle.

I am capable with HTML, CSS, JavaScript and familiar with common web frameworks such as Angular, React and Bootstrap.

Portfolio

Case studies available at <http://www.jasoncookdesign.com>

Testimonials

"Jason and I worked together on multiple projects for Fortune 100 clients where he has consistently been a critical component in project success."

Jonah Sterling – General Manager of Design, Microsoft

"Jason is a consummate professional in everything he does. And he does a lot. I don't know anyone who can match his versatility or passion for excellence."

Derin Basden – VP of Operations, Disney Streaming Services

"From explanation of the user's challenge, to inception of design, through prototyping, refining, some pretty challenging feedback and countless customer interactions, Jason was there to guide us, teach us and learn from us."

Chris Coen – Engineering Department Lead, OSIsoft

"Jason's creativity and attention to detail are well-complemented by an astute understanding of the business motivations that drive a software project."

Josh Smith – Principal Mobile Apps Engineer, Tumblr

"He codes efficiently, he writes, he communicates well, he designs, he does sound, he knows motion, he has a keen eye for visuals, and the list goes on and on."

Jesse Hsia – Senior Manager of User Experience Design, LinkedIn

References available upon request.