Jonathan De Heus

UX Designer & Researcher

⌂ www.jondeheus.com ✉ jdeheus2@gmail.com ✆ 908-239-9765

Education

University of Michigan

MS in Information Science, Human Computer Information specialization, May 2014

UX Methods

- Affinity diagramming
- Contextual inquiry
- Cultural probes
- Paper prototyping
- Personas
- Screen flows
- Survey creation & analysis
- Usability testing
- User interface analytics
- User interviews
- Wireframing
- Workflow modeling

Systems Used

- Axure
- Adobe Creative Suite
- Balsamiq
- Invision
- Sketch
- SurveyMonkey

Experience

Product designer at Ford (contract position)   January 2018 - Present

- Designed the initial customer caring website, billing portal, & email templates for GoRide, Ford's non-emergency medical transportation service.
- Was the lead designer for the Miami Experience and employee ride shuttle (ERS) rider apps.
- For all projects, I've conducted usability testing and revised screens based on feedback from testers.
- I utilized shuttle ridealongs in order to get feedback on the driver and rider apps for GoRide & ERS.
- Work directly with developers in order to ensure that the designs for the rider apps matched the designs in Invision.
- Work in conjunction with product owners to order upcoming features by priority.
- Currently collaborating with a group of designers to create a style guide that can be used across multiple AV LLC platforms and products.

UX Designer at Bosch (contract position)   April 2017 - November 2017

- Conducted heuristic analyses of existing products & provide recommendations as to how they can be improved.
- Documented task flows for the various Bosch software products, and identified overlapping functionality between each product.
- Identified personas who use Bosch's current & next generation products.
- Conducted user interviews in order to determine usability issues with current & next generation products.
- Designed wireframes & high fidelity mockups based off of feedback from users & heuristic evaluations.
- Gathered feedback from previously interviewed users in regards to the high fidelity mockups.
- Led UX Focus Talks which featured presenters from different Bosch verticals talking about varied UX topics such as research methods, or how utilizing UX methods were able to improve the end product.
- Managed the transition between UX managers by documenting all UX projects, & ensuring that files pertaining to each project were easily accessible.

Lead UI/UX Architect at Greenlancer   July 2016 - March 2017

- Developed a new UI in Sketch for the customer and administrative portions of the Greenlancer website.
- Held participatory design meetings with stakeholders & subject matter experts to gather feedback.
- Developed & maintained a design repository that details website elements as well as best practices that designers and developers should follow when designing new screens.
- Produced interactive prototypes in order to get feedback from stakeholders.
- Created & maintained a UX backlog that consists of feature requests from customers as well as the sales & production teams.
- Conducted usability testing on workflow automation software to determine useful features & pain points.

UI/UX Designer at GE Oil & Gas   August 2014 - June 2016

- Developed & executed a research plan that was used to determine what features users wanted to see in future releases of our product.
- Utilized contextual inquiry in order to gather findings for GE's Brilliant Factory initiative, then used those findings to design an interface that would be used by factory floor planners to lay out manufacturing lines.
- Created high fidelity prototypes in Axure in order to receive feedback from stakeholders.
- Held participatory design sessions in order to give stakeholders the chance to visualize their ideas.
- Worked in conjunction with subject matter experts to write UX requirements.
- Acted as an advisor to the India based UX team.