



# JEREMY ASMUS, UXC

Manager of User Experience

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## SUMMARY:

I currently spearhead the visual and interaction strategy for Telesis Bio's digital platforms, encompassing the website, eCommerce experience, and internal tools. With a focus on user experience ownership, I actively contribute to the development, support, and promotion of design best practices, ensuring a seamless and friction-free customer journey for our end users.

## SKILLS:

Wireframing & Prototyping  
A/B Testing  
Customer Research  
Usability Testing  
Competitive Analysis  
Process & Data Flow Diagrams  
Responsive Web Design  
Project Management  
Agile Methodology  
Search Engine Optimization  
HTML, CSS, jQuery, PHP, Gherkin

## UX & DESIGN TOOLS:

Figma  
Adobe XD  
Adobe CC  
Adobe Target  
Adobe Analytics  
Google Analytics  
Balsamiq Mockups  
Unbounce Testing Platform  
Hotjar  
Draw.io  
Miro

## OTHER TOOLS:

Atlassian Jira  
Atlassian Confluence  
Easy Projects  
Microsoft Teams  
Microsoft Office  
Google Tag Manager  
Google Ads  
Salesforce  
OneTrust  
ZoomInfo  
Eloqua Marketing Automation

## RECENT KEY SUCCESSES:

### +15% ENGAGEMENT

Lead the redesign and migration of internal sequence design tools over to the customer-facing BioXp kit portal, boosting user engagement and success by 15%.

### 3X OLIGO PRODUCTION

Ran user feedback sessions driving design and functional improvements that lead to an increased capacity of oligo production from 20% to 60%.

### -25% SUPPORT CASES

Reduced customer technical support calls and cases by 20% by updating the sequence complexity messaging and presentation layer in the portal.

## EXPERIENCE:

**Manager of User Experience** (March 2022–Present)

*Telesis Bio, San Diego, California*

- Develop and advocate a user-centric digital strategy for ongoing and future web optimizations and software integrations.
- Systematically document crucial customer journeys and processes to enhance the end-to-end experience for the eCommerce portal and internal tools.
- Lead daily stand-ups, bi-weekly sprints, and sprint ceremonies as a proficient Scrum Master, ensuring timely completion of projects, tasks, and product launches with minimal blockers.
- Generate mockups based on qualitative/quantitative data to address optimizations and feature requests, overseeing the entire process from development to User Acceptance Testing (UAT) and eventual implementation.
- Execute design solutions grounded in customer data, internal feedback, and business requirements, streamlining processes to enhance the buildability of customer sequences.
- Conduct a comprehensive website audit for telesisbio.com, identifying gaps and proposing opportunities to improve content presentation and enhance the success of the BioXp kit.

## **Senior User Experience Architect (November 2014–March 2022)**

### ***ESET North America, San Diego, California***

- Managed and directed user experience best practices across all digital platforms for both consumer and business customers.
- Identified user roles/needs and mapped customer journeys.
- Developed strategies to support with digital funnels and workflows.
- Built prototypes for usability testing and transformed user feedback into optimized designs.
- Researched both the competitive landscape and current design and coding trends to help ensure effective website features, design and UI/UX concepts and techniques, and optimization best practices.
- Created wireframes and mockups that drove new projects and ideas.
- Followed information architecture, user interface essentials, interaction design, brand image management and style guide creation.
- Tested and validated multiple designs for best performance.

## **Senior Web Designer (March 2008–November 2014)**

### ***ESET North America, San Diego, California***

- Provided creative leadership in the development of the look and feel of projects including web pages, forms, ads, templates, and emails.
- Daily hand-code in CSS and XHTML to satisfy web standards and cross-browser optimization.
- Developed and implemented systems to support design queue (i.e. testing and results reporting).
- Leveraged existing site design and templates to create new site features.
- Created responsive design across multiple platforms providing optimal viewing experience.
- Developed new design ideas to further enhance site.

## **Senior Web Designer (August 2005–March 2008)**

### ***Complete Online Marketing Solutions, San Diego, California***

- Designed website look and feel.
- Developed websites using standards-based CSS and XHTML.
- Prepared sites for web and search engine optimization.

## **Project Leader/Conceptual Design (August 2004 - July 2005)**

### ***Nissan Design America, La Jolla, California***

- Lead a team of designers in a project of conceptual thoughts and design.
- Constructed a room displaying the creative process, brainstorming ideas, and mind mappings that were gathered throughout the project.
- Organized and gave a final presentation which included video coverage of relevant events, a demonstration of the website, guest speakers, and a discussion.

## **EDUCATION:**

### **Interdisciplinary Computing and the Arts Major, BA**

#### ***University of California San Diego, San Diego, California***

- Minored in Human Development and Psychology
- Dean's Academic Honors List
- Involved in Mentor/Mentee Program