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| JEREMY ASMUS, UXC  Manager of User Experience | PHONE: (858) 344-1707  EMAIL: jeremyasmus@gmail.com |



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.

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| 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:

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| **+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