

# JONATHAN ELBOM

*(Interaction, Motion, UI, Engineering) => Me*

Hello! My name is Jonathan Elbom and I make extraordinary user experiences come to life.

I live at the intersection of the user, data, technology and design, and blend UX design and client-side web engineering expertise into a single progressive discipline. My focus on understanding user experience problems and technical capabilities enables me to craft compelling experiences that are intuitive, thoughtful, simple and delightful. My top priority is delivering a great experience for users by solving real-world problems. I approach UX with empathy and compassion.

Over the span of my 20 year career, I have spent my time as a designer, an engineer, an individual contributor, a manager, a mentor, a student, a teacher, a listener, a leader, and a champion for process improvements that close the gaps between teams in order to deliver world class user experiences.

I seek a positive environment where I'm surrounded by encouraging, hardworking and passionate multi-disciplinary teams who inspire each other to take their craft to the next level. I am a champion for the team, and believe that hard work and humility is the path to trust and respect.

## SKILLS

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- UX design, focused on interaction design, motion design, information hierarchy/design, and user flows
- A systematic point of view to problem-solving and UI Pattern design and development
- Create and contribute to the design and implementation of design systems
- Work closely with design and technology partners to develop prototypes for design iteration and testing as well as
- Expert proficiency implementing responsive and adaptive layout
- Expert working knowledge of mobile web, touch interactions and gestures
- Experience with web performance analysis and optimization
- Proficiency with accessibility for the web
- Working knowledge of video and audio media for the web
- Manage teams and provide guidance and support to enable their best performance

- production-ready experiences
- Participate in creative ideation and critiques, both giving and receiving feedback constructively
- Provide technical guidance and support for implementation, including process improvements and best practices
- Expert working knowledge of JavaScript ES5/ES6
- Expert proficiency implementing CSS (and JavaScript) transitions, animations, and motion behaviors
- Expert proficiency implementing macro- and micro-interactions
- Mentor team members around technical approaches and best practices
- Advise team members around navigating processes and team dynamics
- Excellent written and verbal communication and interpersonal skills
- JavaScript ES5/ES6, HTML5/CSS3, SVG, JSON, XML, GIT, JS Task Runners, ActionScript 2/3
- React, React Native, Backbone, JQuery, Node, NPM, Chai/Mocha, Enzyme, Jest, Sinon, LESS, SASS, Bootstrap, Foundation Raphael, EaselJS, TinyMCE, jqGrid
- Sketch, Figma, Illustrator, Photoshop

## EXPERIENCE

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**Senior Manager,  
Design Technology**  
Apr 2019 - Present

**Senior Design  
Technologist**  
Jul 2016 - Apr 2019

### **Vrbo.com**

At Vrbo, I work with the UX, Product, and Engineering teams to create a world-class user experience and help families and friends create memories with the help of vacation rentals.

At Vrbo, my roles, duties, and accomplishments include:

- Co-lead and evolve the Design Technology discipline at Vrbo
- Manage a 3 person team of Design Technologist who work in different pods across our experience
- Member of the Vrbo Design Systems team
- Design and implement custom motion and interaction experiences
- Create and modify web components for our production experience and web design system
- Create high fidelity prototypes for in lab and remote user studies
- Create production demos to help UX designers iterate, refine, and evolve their designs
- Create production demos and provide technical guidance and support for implementation of the Vrbo Design System
- Participate in both creative and technical evaluations, brainstorm and critiques.
- Collaborate with Product and Engineering around A/B

testing implementation strategies and shared component delivery

- Consult and collaborate with other UX designers and production engineers around web, mobile web, and some native UI pattern and design systems best practices.
- Help to establish the contribution and evolution process of the Vrbo Design System
- Work within app teams (Search, Property Details, Trip Boards, Partner Calendar) to consult and provide layout, interaction, and motion implementation polish for high profile features
- Work with UX Designers to review designs for user flow issues, interaction and motion design opportunities, and technical feasibility and offer comparable solutions that preserve and enhance design intent

## **Principal**

Feb 2002 - Present

## **Jonnybomb.com**

JonnyBomb began as a series of music production projects and continued as UX design and development consultancy. I have created numerous data driven ActionScript and JavaScript/HTML5/CSS3 websites and widgets for musicians, artists, athletes and UT Austin.

I have stopped accepting new work and only maintain one client, Dr Steven Gray (MSU), whom I partnered with in 2011 to create Mental Modeler, a fuzzy-logic cognitive mapping web application. Mental Modeler is a concept mapper and a scenario suite, both of which I designed and implemented. We have been awarded numerous grants, including a million dollar NSF Cyberlearning grant in 2012. The software is accessed by 50,000 users per year and has produced more than 40 academic publications in 2018 alone. The concept mapper was originally written in Actionscript 3 and I ported it to React/Redux in 2019. I also created 2 instructional/promotional websites for Mental Modeler.

## **Senior Software Developer**

May 2015 - Jun 2016

## **Pearson - TestNav 8**

TestNav is Pearson's flag-ship high stakes, summative assessment client application. TestNav 8 is the JavaScript/HTML5/CSS3 implementation of this application.

On the TestNav 8 team, my accomplishments include:

- An audio capture item type, utilizing emerging WebRTC technologies and an open source ogg opus codec lib to create an on-the-fly encoding web audio recorder and playback component, with the ability to save responses in a base64 encoded format.
- A Line-Reading / Masking assistive tool for users with cognitive disabilities
- Best practices for the touch/gesture experience to compliment the pointer device experience since TestNav 8 is delivered on iOS and Android tablets (Cordova wrapped web view), as well as on the MS Surface and Chromebook Pixel that support both touch and pointer devices
- Best practices for accessibility, including screen readers and keyboard navigation.
- Proof of concept for JavaScript/HTML5/CSS3 versions of the technology enhanced items (TEIs), using a combination of Raphael (interactive svg library) and EaselJS (interactive HTML Canvas library)

**Senior Software  
Developer, UX Lead**  
Sep 2013 - Jun 2016

#### **Pearson - ABBI**

ABBI is the item authoring web application for the TestNav assessment client and is built in JavaScript/HTML5/CSS3. I was part of the original ABBI team and was the only UX Designer on the team.

On the ABBI team, my roles, duties, and accomplishments include:

- Lead UX Designer
- Front-end Architect and lead the front-end implementation
- Create a custom FlexBox based CSS framework and mini design system that was integrated into our BackboneJS implementation.
- Extend this CSS framework to be modular so that each layout could be built as a composition of the smaller building blocks
- Create all the designs as functioning layouts in this CSS framework, with stubs for interaction hooks and data callbacks. This allowed for design review of the actually front-end code

**Senior Software  
Developer, UX Lead**

#### **Pearson - TestNav 7.5**

TestNav is Pearson's flag-ship high stakes, summative

Sep 2010 - Aug 2013

assessment client application. TestNav 5 is the Actionscript 3/Flex implementation of this application. Prior design work had been contracted out and I was the only UX designer on the TestNav 7.5 team.

On the TestNav 7.5 team, my roles, duties, and accomplishments include:

- Lead the UX design and development for many new app shell features and improvements, including navigation, tools, accommodations, and custom themes
- Lead the UX design and development for several new technology enhanced items (TEIs), including function graphing, graphic organizer, probability spinner, shape transformation, text extractor,, function machine, and number line.
- Participate in a cross-organizational multi-day design-sprint around Common Core item development
- Build demos for new Common Core item types used to assess collaboration and critical thinking
- Participate in classroom user testing utilizing a think aloud protocol and help synthesize the findings
- Create iPad designs for TestNav 7.5

**Senior Rich Media  
Designer**

Nov 2007 - Sep 2010

**Springbox**

Springbox is an Austin, TX agency that focuses on digital campaigns, branding, and strategy. Although I was a member of the Rich Media team (aka the ActionScript team), I regularly collaborated with designers, content strategist, project managers, accountant managers, QA. Many of these designers at Springbox came from a print background, so there was plenty of room for me to contribute to the motion and interaction design of our work. This is where I really began to refine and excel at my motion design and implementation.

At Springbox, my roles, duties, and accomplishments included:

- Lead ActionScript 3 development for microsites, widgets, touch kiosks, and mini-games for clients such as Disney Interactive Group, PayPal, LG, Nascar, Experian, The Lance Armstrong Foundation, and Dell
- Collaborate with other ActionScript developers on larger projects

- Interaction and motion design and user flows
- Refine and evolve our production workflows and JIRA and QA processes
- Participate in client communication regarding ideation and problem solving

**Interim Co-Director of  
Multimedia**  
May 2007 - Sep 2007

**Lead Multimedia  
Developer**  
Nov 2001 - Apr 2007

### **Enspire Learning**

Enspire Learning was an E-Learning company that created Flash courseware for its custom ActionScript platform for clients such as SAP, Pfizer, and Harvard Business School Publishing. During my last 5 months there, I co-directed the 14 person Multimedia Department.

While at Enspire my roles, duties, and accomplishments include:

- Manage a group of 5-7 designers, ensuring work quality and production efficiency
- Maintain positive client communication
- Support other department directors, sales, and the executive team.
- Lead UX designer
- Lead ActionScript developer
- Provide creative and technical direction for project teams

**UX Design and  
Development Consultant**  
June 2005 - July 2005

### **Anaxos Inc**

Anaxos Inc is an education and reference material creation company based in Austin, TX. With assistance from myself and my boss from ActiveInk, they secured a grant to venture into the world of courseware. I then spent two months helping them set up the bulk of their platform, which consisted mainly of Flash/ActionScript-based interactive modules deployed on BlackBoard CMS.

At Anaxos Inc, my roles, duties, and accomplishment include:

- Collaborate with an instructional designer to develop a proof of concept
- Collaborate in the design of the site architecture for the curriculum
- Design and develop several of the interactive modules
- Hire, manage, and provide creative and technical direction for the other designers and developers

## **New Media Developer**

Mar 2000 - Aug 2001

## **ActiveInk**

ActiveInk was a grant funded K-12 Science and Language Arts online courseware platform started by graduate students at UT Austin. During my last 6 months at ActiveInk, I partnered with UT computer science interns and began my journey into interaction development.

At ActiveInk my roles, duties, and accomplishment include:

- Create graphical elements and user interfaces
- Create dynamic flash-based interactivities
- Contribute to information architecture and usability discussions for the platform

## **AWARDS**

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### **2011 Austin ADDYS**

Bronze Addy, Self-Promotion, Interactive  
*Springbox Photography Website*  
Role: Senior Rich Media Designer

### **2009 Austin ADDYS**

Silver Addy, Interactive Media (Micro or Mini Site)  
*Callaway Golf: Netfits*  
Role: Senior Rich Media Designer

### **2009 Business-to-Consumer Automotive Communications Award**

*Nascar: 2009 Ultimate Performance Make-Over Sweepstakes Microsite*  
Role: Lead Rich Media Developer

### **2008 Adobe Site of the Day**

*PayPal: Safety Training Microsite*  
Role: Lead Rich Media Developer

### **2007 Horizon Interactive Awards**

Gold Medal in Consumer Education  
*The Patient's Guided Tour* created for Unit 7/Pfizer  
Role: Lead Developer

### **2006 Horizon Interactive Awards**

Silver Medal in Training/Education  
*Virtual Team Management* created for SAP  
Role: Lead Designer

### **2005 Brandon Hall Excellence in Learning Award**

Gold, Custom Content, Full Course  
*Virtual Team Management* created for SAP  
Role: Lead Designer

### **2004 Texas Interactive Media (TIM) Award**

Finalist  
*Focus on the Heart...* created for CMEonCD/MEBN  
Role: Lead Designer

### **2003 EdNET Award**

Finalist, Pioneer category

*Leader Training Program* created for NCCE

Role: Lead Designer

## EDUCATION

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B.S. Communications (Radio-Television-Film),  
*UT Austin*, 1998,  
Summa cum laude, **3.97/4 GPA**