JONATHAN MARKOWSKI
UX/UI DESIGNER

PROFESSIONAL EXPERIENCES

Southern California Edison   Remote
UX Designer / UX Architect   June 2024 – Present

- Redesign [SCE website](#) into a self-service platform with mobile-first interface and intuitive user flows to reduce customer support call volume by 30% and increase site usability for 370,000+ customers.
- Designed the information architecture, wireframes, and modular UI components to streamline user account registration flow by reducing a 40-click process into an intuitive 8-step on-boarding process.
- Create high-fidelity, interactive prototypes for both desktop and mobile sites to effectively communicate complex design solutions to cross-functional stakeholders and accelerate approval.
- Define user flows for MyAccount end-to-end user journeys for payments, billing, address updates, and service changes, enabling customers to complete key tasks through self-service with smoother account management.
- Conduct a comprehensive UX content audit of the FAQ pages by restructuring information architecture and standardizing hundreds of entries to ensure seamless user navigation and smoother self-service experience.

Sleightly Glitched LLC   State College, PA
Founder, Product Designer & UX Consultant   May 2022 – Present

SideQuest, a Virtual Reality (VR) platform for 15.2k players and app developers
- Resigned scalable information architecture and user-friendly storefront layouts through usability tests (user persona, competitor analysis) and accessibility audit based on WCAG standards; Delivered detailed, actionable design specifications appropriate for a start-up company.

CATA Bus, Centre Area Transportation Authority (CATA) Bus mobile application
- Redesigned user interfaces for Centre Area Transportation Authority (CATA)'s mobile app, improving navigation and accessibility for a diverse range of transit users and achieved a 42% increase in user downloads post-launch.

OurDate, a start-up company for personalized activity and meeting planner
- Researched target users to understand their needs through interviews, surveys, competitive analysis and created user personas and problem statements.

AccuWeather   State College, PA
UX Summer Intern   May 2022 – July 2022

- Created wireframes and prototypes for a 24/7 streaming digital media network, driving a projected 39% increase in ad revenue through strategic analysis of business and user impacts.
- Researched and designed the Health & Activities page to have a customized experience to open a new revenue stream.

CONTACT

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EDUCATION

B.S., The Pennsylvania State University

Penn State College of IST

Major in Information Sciences and Technology (IST)

Specialization in People, Organizations, & Society

SKILLS

Sketch Figma InVision

XD HTML CSS JavaScript

LaTex