JONATHAN MARKOWSKI

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EDUCATION

The Pennsylvania State University   University Park, PA
Bachelor of Science (B.S.)   *May 2024*
Major in Information Sciences & Technology: Division of Human Centered Design & Development
Minor in Entrepreneurship Technology

PROFESSIONAL EXPERIENCES

Southern California Edison   Remote
UX Designer   *June 2024 - Present*

- Redesign and optimize the website experience, benefiting 370,000+ Edison customers, driving improvements in usability and engagement.
- Conduct and lead User Acceptance Testing (UAT) on all developed components: Review live builds against wireframes and design specs to identify defects or usability concerns. Document findings and coordinate with dev team to resolve issues.
- Lead Product Improvement Validation tests (PIV) for the Multi-Factor Authentication (MFA): Collaborate with QA and development teams to plan and execute UAT and PIV sessions. Ensure the MFA experience is free of defects.

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

- Developed user-centered experiences for web and mobile applications, enhancing the delivery of real-time weather data to millions of users globally.
- 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.
- Improved the information architecture by simplifying webpage copy, categories and description labels, creating a more intuitive experience for a diverse global user base.

Centre Area Transportation Authority (CATA)   State College, PA
UX Intern   *January 2022 – May 2022*

- Redesigned user interfaces for CATA's mobile app and website, improving navigation and accessibility for a diverse range of transit users.
- Conducted extensive user research from inception to launch, including 83 target users and analyzing each response and accompanying data to inform prototypes of varying fidelity.
- Achieved a 42% increase in user downloads post-launch, demonstrating the success of a user-centered design approach and targeted improvements.

SKILLS

Design: UX Research · UI/Interaction Design · Agile Development · Information Architecture · Wireframing · Prototyping · Usability Testing · User Flows · Data Analysis · Data Visualization · Identity Systems

Software: Sketch · Figma · InVision · Jira · Miro · Adobe Creative Cloud · XD · HTML · CSS· JavaScript · LaTex · PHP · GitHub