

Jonathan Markowski

UX | UI | Product Designer  jmarkowski.xyz

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Work Experience

UX/UI Designer | Freelance

September '22 – Present | Remote

- Communicate with cross-functional teams including product managers, developers, and stakeholders to create user-centered designs and ensure user satisfaction (B2B).
- Create concrete sprint schedules to manage design team efficiently / streamlined.
- Work with executives and stakeholders to align business goals with user needs.
- Deliver presentations and design proposals to senior executives.

UX Designer (Intern) | AccuWeather

May '22 – August '22 | Remote

- Contributed to enhancing the ad revenue by xx% from a 24/7 digital weather streaming network news stories worldwide, for both mobile apps and website, by conducting user research and competitor analysis to develop user-centered approach to ad design and placement while balancing usability.
- Optimized information architecture of AccuWeather's Health & Activities page by developing clear and consistent navigation through the related contents, and simplifying categories and description labels for the weather-related content to help users find what they are looking for.

UX/UI Designer | Centre Area Transportation Authority

Jan '19 – May '22 | State College, PA

- Orchestrated effective communication channels between the development team and key stakeholders.
- Conducted extensive user research by surveying target users (**83 responses**) and meticulously analyzed the data to form prototypes of varying fidelity.
- Achieved an increase of **42%** in user downloads post-launch, indicating successful implementation of user-driven design improvements.

UX Researcher | Freelance

Feb '20 – July '21 | Remote

- Partnered with a cutting-edge VR company to develop a seamless and user-friendly interface for the virtual space.
- Performed comprehensive market and user research, gaining valuable insights into the needs and preferences of both businesses and consumers.
- Established a robust design system to ensure future projects are efficient and consistent in style and function.
- Enacted accessible color schemes and user interfaces, prioritizing a superior user experience within the virtual environment.



Education

Pennsylvania State University-
University Park, PA

Information Science and Technology (B.S) *People, Organizations, and Society Branch*

- Specialization in HCI & Entrepreneurship



Skills

Design Tools:

- Figma
- Sketch
- Adobe Creative Suite
- Invision
- Spline

UX Protocols:

- User Interviews
- User Research
- Wire-framing
- Information Architecture
- User Flows
- Storytelling
- Usability Testing
- Rapid Prototyping

Coding Tools:

- HTML/CSS
- JavaScript
- LaTeX/PHP